Advertising Age

With which is incorporated Advertising Agency Magazine, formerly Advertising & Selling

April 13, 1959
Volume 30 • Number 15
25 Cents a Copy • $3 a Year
CHICAGO 11 • Published Weekly at
200 E. Illinois St. • DE 7-5200
NEW YORK 17
630 Third Ave. • YU 6-5050

Second Class Postage Paid at Chicago, Ill. *Copyright, 1959, by Advertising Publications, Inc.*

THE NATIONAL NEWSPAPER OF MARKETING

Air Force Flies to MacManus From EWRR

After July 1, $1,000,000 Account Leaves EWRR, Its Home for Five Years

WASHINGTON, April 10—After nearly five years of stability, the Air Force recruiting account blasts off from Erwin Wasey, Ruthrauff & Ryan to MacManus, John & Adams July 1.

It was understood that MacManus, John & Adams has no plans for opening a Washington office, and that the account will probably be handled from New York.

Although over 100 agencies had been invited to compete for the $1,000,000 account, Air Force sources confirmed that only three decided to make a serious pitch.

The Air Force invited more than 100 agencies to solicit its account; only three accepted. For some of the reasons why agencies declined to bid, *see story on Page 8.*

Invitations to bid had been mailed from the Air Material Command, Wright-Patterson Air Force Base, Dayton, and a recommendation was submitted by a selection board there.

The final choice rested with Air Force Secretary James H. Douglas. He acted on the advice of a five-man advisory board. Members of the board were James P. Goode, deputy for manpower and personnel, Air Force; Maj. Gen. Lloyd P. Hopwood, director of personnel procurement and training, Air Force headquarters; Maj. Gen. Al-

(*Continued on Page* 100)

Cutting Olefins Won't Solve Smog Problem, Rubel Says

LOS ANGELES, April 8—Fuel for the smoldering fire started in southern California's oil industry by Tidewater Oil Co.'s advertising of "clean burning" gasoline (AA, March 30) has been added by A. C. Rubel, president of the Union Oil Co. of California, and chairman of the air pollution policy committee of the Western Oil & Gas Assn.

In a comment indirectly aimed at Tidewater, Mr. Rubel said, "Changes in the composition of gasoline will have no appreciable effect on smog and will cost the public more money.

"Even a small reduction in the amount of olefins in gasoline," Mr. Rubel declared, "would cost Los Angeles motorists the equivalent of a 20¢ increase in the county tax rate and still not solve the smog problem."

■ Mr. Rubel told the Los Angeles County Board of Supervisors that the California oil industry would "make available all its technical and research facilities" to cooperate with the Los Angeles air pollution control district and other government agencies in a "massive community effort to lick smog in California.

"There are no strings attached to this offer," Mr. Rubel told the board of supervisors.

■ "Although our member companies make gasoline and every automobile on the road increases their income," Mr. Rubel said, "nevertheless, it seems to me that one thing we have to do is give all the joint support we can to the creation of an adequate transportation system—and by that I don't mean more buses."

Mr. Rubel's six-point program

(*Continued on Page* 100)

NEWLY MINTED—*Hershey Chocolate Corp., Hershey, Pa., is introducing candy-coated mint chocolate on a national basis after several months in eastern test markets. This trade ad ran in Confectionery-Ice Cream World, and was placed direct.*

'Caveat Vendor' . . .

Protect Client Against 'Mau Mau Public': Hodges

Cagy Public Knows Its Wants, Can Ruin Seller's Plans, Says GB&B VP

NEW YORK, April 9—At least one adman doesn't mind the public's image of the gray-flanneled Madison Ave. pirate.

He's Ernest J. Hodges, vp of Guild, Bascom & Bonfigli, who admitted today that it didn't much matter to him if consumers enjoyed believing such "nonsense."

"In fact, deep down," he added, "I sort of relish this picture of us—a kind of latter-day riverboat gambler with Univac in our hand and Dr. Dichter in our vest pocket, rather than a stacked deck and a Derringer."

Mr. Hodges, who was chosen

(*Continued on Page* 97)

Ratings Don't Mean Brand Recall: Trendex

Westerns' Low Sponsor Identity Cited; But Big Audience Offsets, Is Reply

NEW YORK, April 10—Westerns may be the big guns in ratings, but they are outdrawn in the sponsor identification competition by every other type of program category except mysteries.

• For the most part the ratings elite are not the leaders in terms of imprinting the advertiser's name in the viewers' minds.

• The cards are stacked against shared sponsorship programs.

■ These are the things noted first in the latest Trendex sponsor identification report, covering February viewing in 20 major markets.

The average sponsor identification (SI) for western dramas was put at 31.8, against 67.7 for the pace-setting category, variety-comedy-music. Westerns topped the ratings list with the average of 20.8.

The westerns placed five names on Trendex's February Top 10 (percentage of total tv homes called found viewing the program). But they did not show up at all in the first 20 in sponsor identification (percentage of program's audience correctly identifying sponsor, product advertised or any product of the advertiser). Only two of the ratings favorites—"This Is Your Life" and I've Got a Secret"—fared well enough in SI to make its Top 20. Loretta Young was just barely edged out with an SI score of 60.8.

■ That list was dominated by (1) shows that have the advertiser's name in the title—the "Chevy Show," "Kraft Music Hall," "Voice of Firestone," "Alcoa Presents," etc.; (2) the shows that keep their sponsors' names in full view for

(*Continued on Page* 97)

Field Criticizes 'Overemphasis' on Co-op Programs

Misuse Hurts Judgment of Sellers, Producers, Says Warner President

MIAMI BEACH, April 8—Cooperative advertising, while still "of great mutual benefit, has been subject to major abuses by both retailers and manufacturers, both seeking selfish gains," in today's troubled economic scene, according to John W. Field, president of Warner Bros., Bridgeport, Conn., foundation garment maker.

Speaking before the mid-year convention of the sales promotion division of the National Retail Merchants Assn. here this week, Mr. Field added, "In most cases, the goals which both sides hoped to achieve by these abuses had little or nothing to do with the advertising itself."

Plunging profit margins, he said, led many stores to pressure manufacturers into giving more co-op ad money, "and perhaps even worst of all, in a hurry to take advantage of a co-op deal offered by a manufacturer, many

(*Continued on Page* 101)

Clairol Buy Puts Bristol-Myers in Hair-Tint Field

NEW YORK, April 9—Bristol-Myers Co. has entered the hair coloring business with the purchase of Clairol Inc.

The company will be operated under the Clairol name as a separate subsidiary with its present personnel, sales force and manage-

ment. Clairol advertising has been handled by Foote, Cone & Belding since 1955. There were no changes reported as a result of the purchase and a B-M official said there

(*Continued on Page* 97)

30 Advertisers Put $1,000,000 or More in Business Papers in '58: ABP

$493,400,000 Is Total Invested, Compared with $509,100,000 in 1957

NEW YORK, April 9—Thirty advertisers invested $1,000,000 or more each in business publications in 1958, Associated Business Publications reports in its "Eighth Annual Study of Leading Advertisers," released today. This compares with 24 companies which invested $1,000,000 or more in business papers in 1957.

The current ABP study shows that 323 advertisers, 25 fewer than in 1957, invested $175,000 or more in business papers in 1958. Collectively, they invested $149,990,300 or roughly 30.4% of the estimated $493,400,000 invested in business paper advertising in 1958. In 1957, the collective investment of 348 advertisers was $148,982,800 or about 29.2% of the estimated $509,100,000 put into business paper advertising.

■ A new feature of this year's ABP study is that for the first time it reports also on business paper investments by industry.

• General Electric Co. led the list, as it has in the seven previous studies, with $3,284,700. In 1957 it spent $4,090,000.

• American Cyanamid Co. took second place both years. In 1958 it spent $2,950,000 in business papers compared with $2,955,000 in '57.

• General Motors Corp. took third place both years, with $2,890,000 in '58 and $2,919,700 in '57.

• E. I. du Pont de Nemours & Co., in fourth place both years, spent $2,846,000 in '58 and $2,800,000 in '57.

• U. S. Steel Corp. moved into fifth place in '58 from sixth position in '57. In '58 it spent $2,685,900 compared with $2,021,800 in '57. U.S. Steel, in moving into fifth place, displaced Allis-Chalmers Mfg. Co., which dropped to seventh place.

ABP will have complete results

(*Continued on Page* 100)

Last Minute News Flashes

General Mills Switches Three Cereals to D-F-S

MINNEAPOLIS, April 10—General Mills has consolidated its cereal accounts by shifting Korn Kix, Trix and Sugar Jets from Tatham-Laird to Dancer-Fitzgerald-Sample, effective Sept. 1. The three cereals reportedly bill about $2,000,000. Tatham-Laird retains General Mills' pet foods and Betty Crocker muffin mixes; Knox Reeves keeps the hot cereals. It was the ninth new product assignment from General Mills for D-F-S in two years.

Tidy House Names GB&B and Buchanan-Thomas

SHENANDOAH, IA., April 10—Tidy House Products Corp. will switch its $1,000,000-plus account from Earle Ludgin & Co., Chicago, into a unique two-agency setup on July 1. Guild, Bascom & Bonfigli, San Francisco, will be the agency of record and will handle all creative work on the account; Buchanan-Thomas Advertising Co., Omaha (which reportedly originated the idea for the twin-agency arrangement), will handle the contact end of the account. Buchanan-Thomas lost the Tidy House account to Ludgin in August, 1957.

British Gillette Account Moves to S. H. Benson

LONDON, April 10—Gillette Industries Ltd., one of Britain's largest advertisers, has named S. H. Benson Ltd. to replace W. S. Crawford Ltd. as the agency for Gillette razors and blades. Crawford, the Gillette agency for the past 25 years, will continue to handle export ads.

(*Additional News Flashes on Page* 101)

Nebs to Fletcher Richards

NEW YORK, April 10—Fletcher Richards, Calkins & Holden has been named to handle advertising for Nebs, a new product that Norwich Pharmacal Co. has been testing. When Foote, Cone & Belding stopped handling the account April 1 it reportedly was billing close to $1,000,000 (another test product, T-Mist, has not been advertised). Fletcher Richards expects to receive all new Norwich products, at the rate of two test products a year.

Benton & Bowles continues as the Norwich agency for Pepto-Bismol, Unguentine and other established products. #

'There Is No Customary or Usual Price' . . .

BBB Finds Its Ban on Price Ads Boomerangs

Washington Bureau Revokes Rule, Hit as Anti-Competition Shelter

WASHINGTON, April 7—Efforts of the Better Business Bureau here to curb the use of comparative pricing in household appliance ads broke down this week, with large appliance dealers charging that the BBB rules were serving as a shelter to protect department stores from tough competition.

At the initiation of its own appliance dealer members, the local Better Business Bureau had put into effect last month a rule prohibiting any use of comparative prices in ads for electric and gas appliances. Newspapers and radio-tv stations assured BBB they would cooperate.

The experiment got into trouble when several large appliance dealers who are not represented in the BBB staged a revolt. One chain implied that it had been down to the Department of Justice and had been advised that refusal of ads by newspapers and radio and tv stations under such an arrangement might represent an illegal restraint of trade.

■ This appears to be the kind of a game that can be played by more than one, however. So by the end of this week, there were hints from the other side that the government will take an equally dim view if the appliance dealers try to use manufacturers' list prices

(Continued on Page 42)

International Auto Show Pulls Sparse Crowds

Jag Exec Undismayed, Sees Long-Range Trend; Volkswagen Pulls Out

NEW YORK, April 8—The International Automobile Show, now an annual event at the New York Coliseum, played to sparse crowds this week, although there was a record turnout of exhibitors.

With some 600 models covering three floors of the Coliseum, it was the biggest auto show ever held in this country.

But spectators, admitted at $1.50 per head, were not too plentiful, despite the advertising-packed supplements put out by New York dailies. During the daytime many sections of the show looked quite deserted.

On display were 68 makes of cars from nine countries. The world's largest auto-producing nation had a token representation of Ramblers, Larks and, looking very

(Continued on Page 102)

Barnhart-Morrow Names 2 Agencies for Food Accounts

LOS ANGELES, April 8—Barnhart-Morrow, which last week announced its entry into the grocery specialty business, has named two agencies to handle the advertising of the companies it has acquired and expects to acquire in the near future. The agencies are Alan Curtis Advertising, Beverly Hills, and Paul & Baum, Los Angeles.

The company, previously in the oil business, will serve as the parent to those it acquires, with each company operating autonomously, George Talis, president, told ADVERTISING AGE.

To date, the company has acquired Maginot Products, which was owned by the brokerage company of Angrove, Curtis, Talis & Co., of which Mr. Talis is a principal. Maginot products are Perkey parakeet feed and Kitty Kat products.

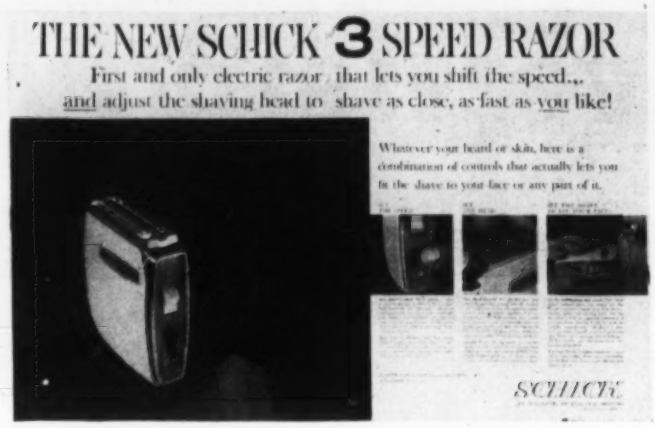
Although Barnhart-Morrow said it plans to acquire 11 companies, it has named only one—Tanning Co. of America, Houston, manufacturer of dog food.

Barnhart-Morrow has purchased $1,000,000 of commercial time for 10, 20 and 60-second spots on KHJ-TV, Los Angeles, over a three-year period beginning May 1. This will be used for all products, with both agencies participating, Mr. Talis said. He added that the company will also buy tv time in New York, Chicago and San Francisco. #

It's Uncle Ben's Inc. Now

Converted Rice Inc., Houston, marketer of Uncle Ben's rice, has changed its corporate name to Uncle Ben's Inc. to identify the company more closely with its leading branded product.

JAG MEN—*Everett Taylor Martin (left), vp of advertising and public relations for Jaguar Cars, and Harry A. Spangler, Jaguar account executive at Cunningham & Walsh, photographed at the International auto show.*


THE NEW SCHICK 3 SPEED RAZOR
First and only electric razor that lets you shift the speed...
and adjust the shaving head to shave as close, as fast as you like!
Whatever your beard or skin, here is a combination of controls that actually lets you fit the shave to your face or any part of it.
SCHICK

CHOOSE YOUR SPEED—*This four-color spread in Life, May 4, is the magazine kick-off for the "biggest spring advertising campaign" in Schick's history. It's supported by network and spot tv and newspaper advertising. Benton & Bowles, New York, is the agency.*

McGraw Became Publisher Instead of Teacher; Kept Teaching, Book Recalls

Singlemindedness of Publisher Told as Book Company Marks 50 Years

NEW YORK, April 8—If you're interested in business paper publishing, or in McGraw-Hill Publishing Co., or in the story of James H. McGraw, you'll probably like "Endless Frontiers—the Story of McGraw-Hill," by Roger Burlingame. Its publication marks McGraw-Hill Book Co.'s 50th anniversary.

Mr. Burlingame, a veteran historian of industry ("Engines of Democracy," "Whittling Boy: the Story of Eli Whitney," "Henry Ford"), has taken on a broad look at the growth of American industry, and the role of the business paper in it.

He works from a general view of American business, weaving the growth of McGraw-Hill into the general pattern, and he buttresses the story with recorded interviews with many veterans of the McGraw and Hill companies.

The company's rise was part of the new philosophy of business paper publishing, in which advertising was to be the keystone. Mr. Burlingame says financial men understood the power of advertising in the industrial press before the publishers did. He quotes an ad by the banker, John B. Murray & Co., from *American Gas-Light Journal* in 1859: "Advertising is the lever with which, resting on enterprise as the fulcrum, commerce moves the world."

■ In 1884, young James McGraw wrote to his former principal, Horace Swetland, to ask his advice about a job selling space on the *American Journal of Railway Appliances*. Mr. Swetland, who himself had entered the publishing business, replied that Mr. McGraw's income would depend on the deal from the company and his territory, holding out the bright prospect that "an A-1 ad solicitor having experience and an acquaintance among business men will get from $2,000 to $6,000 a year."

The young McGraw was fresh from teachers' college, and he liked teaching; in fact, years later, he was to say, "I believe I would have loved teaching more than

(Continued on Page 74)

Adm. Marshall Is Named President of Bourbon Institute

NEW YORK, April 7—Rear Adm. William J. Marshall, who is retiring as director of the Navy's division of materiel, will become first president of the Bourbon Institute May 1.

Wm. J. Marshall

The institute was formed last fall (AA, Oct. 13) with a $1,000,000 grant from Schenley Industries, with the announced objective of establishing bourbon here and abroad as the traditional American whisky.

As president of the institute, Mr. Marshall will confer with industry and opinion leaders in Europe and America, and it is expected that one of his objectives will be to help break down or modify existing trade barriers against the importation of bourbon.

■ The institute currently is using pages in *Life* and *The Saturday Evening Post* and several New York dailies to promote the use of bourbon (AA, April 6) and plans to use advertising abroad this summer to coincide with the tourist season.

McCann-Erickson is the agency. #

Watson Leaves Post at EWRR, Joins Kudner

'Obligations Fulfilled' at EWRR; 'Admires' Kudner Post-Catastrophe Revamp

NEW YORK, April 8—Robert M. Watson, who moved from chairman of the board of Ruthrauff & Ryan to board chairman of Erwin Wasey, Ruthrauff & Ryan when those agencies combined in the fall of 1957, will switch to the Kudner Agency April 15 as senior vp and member of the executive committee and the board of directors.

Robert M. Watson

No successor to Mr. Watson is likely to be named by EWRR until June, when Howard D. Williams, finance committee chairman, returns from a trip to Europe.

At Kudner, the 56-year-old Bob Watson will have account responsibility, initially, for National Distillers (Mount Vernon, Old Overholt, Old Taylor and Bellows).

C. M. Rohrabaugh, president, said Mr. Watson "will be a member of our executive team; he's too experienced to keep him on one thing; we'll use him wherever we can."

A onetime reporter, salesman and retail adman, Mr. Watson joined Ruthrauff & Ryan in San Francisco 19 years ago as an account exec. He later became office manager. He moved to R&R's New York office in 1943. Three years later he was promoted to vp. By 1952 he was exec vp, and in 1955 he was elected president. One year later he was board chairman.

■ When he became president, Mr. Watson was the first R&R boss whose name was neither Ruthrauff nor Ryan. With the resignation of F. Bourne Ruthrauff from EWRR in December, 1957, the combined agency was without any Erwins, Waseys, Ruthrauffs or Ryans.

Mr. Watson first came to R&R

(Continued on Page 70)

Factor's Film, TV Makeup Pioneering Made Company Major Factor in Field

Flexible at Its 50th Year, Company Shifts TV Stress from Net to Spot

LOS ANGELES, April 9—Max Factor & Co. celebrates its 50th anniversary this year with its sales at an alltime high. Last year's sales of more than $45,000,000 were not quite triple the company's 1952 volume of $15,800,000.

The current rate of sales started with a strong fourth-quarter surge in 1958, which reflects the fast moving pace of the cosmetics business. Davis Factor, board chairman, attributed it to "getting rid of the costly and unproductive network television shows we were saddled with the first three quarters of the year," and going to "short, frequent spot commercials on both local and network stations."

Factor relies on television for its flexibility in terms of timing, but does not believe the networks provide the needed flexibility in terms of market coverage, says Nelson Gross, Factor's U.S. director of advertising. Because of the frequent shifts in its plans necessitated by new products and competition Factor is avoiding long-term commitments, he says. Currently, the advertising budget—well over $4,000,000—is split 50-50 between television and print.

■ The necessity of keeping flexible is indicative of the changes in

(Continued on Page 90)

Warner-Lambert Boosts de Tarnowsky, Bernegger in Revamp

MORRIS PLAINS, N. J., April 7—Continuing its reorganization of the former family products division, Warner-Lambert Pharmaceutical Co. has appointed Pierre A. de Tarnowsky vp for consumer product divisions and E. Lloyd Bernegger as president of the Warner-Lambert products division.

Mr. de Tarnowsky joins the company from Mead Johnson & Co., where he was most recently vp and general manager of the nutritional and pharmaceutical products divi-

(Continued on Page 75)

'Biggest Ad' to Put $1,000,000 Behind Ford Car

36-Page 'Digest' Unit to Get Print, Spot Radio, Direct Mail Promotion

DETROIT, April 7—The board of directors of Ford Motor Co. will be looking tomorrow at the advance copy of what is coming to be called the "largest single advertisement for a single product"—the 36-page, $780,000 ad for the Ford division in the May *Reader's Digest*.

The directors will be looking at only the advertisement, since the *Digest* has a policy of restricting copies until about five days before publication—or April 16 in the East, April 21 in the West.

What they will see is an interesting combination of advertising and editorial content, closely resembling *RD* format (including the italic footnotes), but with considerable use of four-color, and with each page slugged "advertisement."

■ The ad is stapled and is detachable. Along with hints about safe driving, improving gasoline mileage and lengthening car life, it has simple and direct price copy, copy on optional equipment, information on trade-in and financing values and a table showing how to figure the cost of "the Ford of your choice." It also contains

(*Continued on Page* 46)

Gedalecia Shifts From BBDO, Joins McCann-Erickson

NEW YORK, April 8—Ben Gedalecia, vp in charge of research at Batten, Barton, Durstine & Osborn, has resigned and will join McCann-Erickson as a marketing vp.

Mr. Gedalecia's move follows the departure of Ralph Head from BBDO as vp and director of marketing. Mr. Head was succeeded by Paul Freyd, previously a special consultant to BBDO. When Fred Manchee retired recently as vp, treasurer and top man on marketing research and media, the agency named Tom Dillon as his replacement. Mr. Dillon had been with the BBDO office in Los Angeles.

Mr. Gedalecia will be assigned to McCann's New York home office, but he also may be active with Market Planning Corp., research subsidiary of the agency.

■ In Mr. Gedalecia, McCann gets one of the best-known researchers on Madison Ave. Since setting up Market Planning Corp., the agency has lost a whole crew of top-flight researchers, recruited from other agencies, research companies and the academic world.

Since last August alone, the following have left Market Planning: Leo Bogart and Joan Doris, both of whom went to Revlon Inc.; Harold Mendelsohn and Nathan Schiller, both of whom went to Psychological Corp.; Bertrand Klass, who joined Forbes Inc.; Richard Sheldon, who went to the *New York Herald Tribune;* and Harry Smith, who joined Beech-Nut.

George Park, formerly president of Market Planning, returned to McCann-Erickson Inc. early this year and was replaced by Edwin Sonnecken, formerly exec vp of market planning. #

Gamble Cunningham Brower Gribbin

ILLUSTRIOUS JURY—*At work here is the* 1959 *jury for the Arthur Kudner award: John P. Cunningham, chairman of Cunningham & Walsh; Charles H. Brower, president of Batten, Barton, Durstine & Osborn; and George Gribbin, president of Young & Rubicam. Supervising is Frederic R. Gamble, president of the American Assn. of Advertising Agencies, which is administering the award for the Arthur Kudner Foundation. The winner will be announced April* 25 *at the Four A's annual meeting.*

'Be Not the First'...

Won't Try New Products? They're Not Wilful—Just Conformist: Hanan

Personality Differences Explain Willingness to Venture, Study Shows

NEW YORK, April 9—Are there any personality differences between "tryers" and "non-tryers" of new products?

According to a recently completed three-year study, there are such differences. But the key, for advertisers, does not lie in whom the new product is suggested to, but in how and by whom it is being suggested.

Hanan & Son, marketing consultant, conducted a cumulative depth study of 500 women householders who were trying products—new or old on the market—which were new to them. Hanan calls it a tryers panel, and as a result of its three-year study, which included extensive psychological testing on personality characteristics, the consultant has come up with several observations on tryer vs. non-tryer differences, as well as with specific sugges-

(*Continued on Page* 22)

Geyer Names Nyland Head of New Rambler Dealer Service Unit

NEW YORK, April 8—Geyer, Morey, Madden & Ballard has set up an advertising service department for Rambler auto dealer groups and associations, with Neal Nyland, vp and board member, in charge.

Mr. Nyland, who has given up his New York post as administrative assistant to the agency president, has moved to Detroit to set up the new department. Mr. Nyland at one time was a vp with Benton & Bowles and subsequently a Chrysler Corp. exec in Detroit; a copywriter with Brooke, Smith & French, and an executive with R. L. Polk & Co. He joined Geyer Advertising (now Geyer, Morey) in 1955 as a vp. At one time he was ad manager of the Nash Motors division of American Motors Corp.

Geyer, Morey, which is the agency for all divisions of American Motors, has between 40 and 50 persons in its Detroit office. Rambler advertising last year included $1,099,744 in magazines, $814,065 in supplements, about $3,750,000 in newspapers, $82,190 in spot tv (matched by an equal amount spent by dealers) and an unmeasured amount in network radio.

■ In 1957, American spent about $10,000,000 for advertising, including $5,469,047 in newspapers, magazines, network and spot tv and business publications, and an estimated $4,530,047 in unmeasured media. #

Weiss, FC&B Add Purex Lines in Agency Shuffle

SOUTH GATE, CAL., April 8—Purex Corp. will reassign several of its brands, effective July 1. The move results in the dropping of one agency—Roche, Rickerd & Cleary, Chicago.

Beads O'Bleach will be transferred from Foote, Cone & Belding to Edward H. Weiss & Co. Wrisley bath soap, which has been handled by Fulton, Morrissey Co., Chicago, is also being transferred to Weiss. Fulton, Morrissey will continue to handle all other products of the Allen B. Wrisley Co. division, in Chicago.

All products manufactured by John Puhl Products Co., Chicago (Little Bo Peep ammonia, Little Boy Blue bluing, Miss Bo Peep brightener, Fleecy White bleach), which was acquired by Purex in October, 1958, will be transferred from Roche, Rickerd & Cleary to Foote, Cone & Belding, Los Angeles. Foote, Cone continues to handle Purex liquid bleach, Trend dry and liquid detergent and News detergent.

■ Weiss, which handles advertising of Dutch Cleanser, Sweetheart soap, Blu-White and Protex soap for Purex, announced that it will open a Los Angeles office at 6399 Wilshire Blvd. The new office, to be headed by Robert Harris, vp of the Chicago agency, will handle Purex advertising and service other Weiss accounts. #

Select Publications Launches 'Water Conditioning Sales'

Select Publications Inc., Minneapolis, will launch *Water Conditioning Sales,* a new water conditioning equipment dealers trade monthly, in June.

The publisher says the initial circulation will be about 5,000 and that readers will be presidents of companies that sell, service and rent domestic and commercial equipment to soften, purify and treat water.

Exchange Hikes Ads to Deter Stock Gambling

Uninitiated Speculators Drove 'Big Board' Volume to 76% Above March, '58

NEW YORK, April 8—In an unprecedented move to curb mounting public interest in speculative stocks, the New York Stock Exchange yesterday increased its 1959 advertising budget 25% to launch a special anti-speculation ad campaign that will caution the public "to invest only on a sound basis."

The campaign is scheduled to break immediately in 78 daily newspapers in 34 cities and in *Newsweek, Time* and *U. S. News & World Report.*

The exchange shifted its advertising account March 20 from Calkins & Holden to Compton Advertising, effective May 20 (AA, March 23). However, Compton has been called in to handle the new campaign, which is expected to be intensive. The exchange has added $250,000 to its regular $1,000,000 budget for its new anti-speculation ads.

G. Keith Funston, president of the exchange, said that the new campaign will stress five basic points for investors:

• "Steady income and adequate cash reserves are prerequisites to sound investing."

• "Ownership of securities involves risks, since prices go down, as well as up."

• "An investment program should have a definite objective, such as growth of value, or steady income, or safety of principal."

• "Every investor should obtain reliable information and advice, avoiding tips and rumors."

• "It is dangerous to equate low price with high value, or to assume that because an industry is prosperous all companies in the field will prosper."

■ The exchange has been sounding warnings since March 26,

(*Continued on Page* 99)

ABP Industrial Ad Awards Go to 24 Advertisers

U. S. Steel Is Only Advertiser Double Winner; BBDO Tops Agencies

CHICAGO, April 10—Associated Business Publications will present its 17th annual industrial, institutional and professional advertising awards for the most effective campaigns of 1958 at a luncheon next Monday jointly sponsored by ABP and the mid-America conference of the Chicago, Rockford and Milwaukee chapters of National Industrial Advertisers Assn.

■ U. S. Steel Corp., with one first award and one merit award, is the

(*Continued on Page* 68)

Know Your Prospect's Marketing Problem, Thomas Tells Premium Men

Only 5% of Premium Sellers Are Creative, Says Pillsbury Exec

CHICAGO, April 7—Only one premium salesman in every 20 can be classified as a creative or idea man, Dean P. Thomas, national sales manager, grocery products division, Pillsbury Co., charged here today.

"You have too many 'peddlers' in your ranks and far too few 'professional salesmen'," Mr. Thomas told members of the Premium Advertising Assn. of America at the 26tn annual National Premium Buyers Exposition. "Only about one in ten premium houses comes back to us with a good program growing out of its initial calls on us.

"I would suggest, then, that the greatest opportunity for improving your sales impact lies in the development of professional salesmen—men with a real understanding of sales promotion.

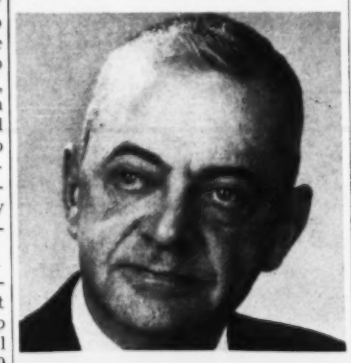
■ "You must change from peddlers of gadgets to creators and sellers of ideas," Mr. Thomas continued. "You must direct your attention away from the products you sell to the consumers to whom you sell them. You must understand your customers' problems and goals and create programs which will solve these problems and make these goals attainable."

The Pillsbury executive urged premium salesmen to offer companies complete merchandising plans and ideas instead of gadgets. He also advised salesmen to study up on laws which restrict certain kinds of premiums and acquaint themselves with which premiums can or cannot be used.

"We want ideas that help us to do our job better," Mr. Thomas said. "The ideas may be built around premiums—but the ideas, not the premiums, are the criteria on which we will make our decisions.

"There is a tremendous need for

(*Continued on Page* 70)



Herbert Wyman

'Toledo Blade' Names Wyman Ad Director

TOLEDO, April 7—The *Toledo Blade* has appointed Herbert G. Wyman advertising director, effective May 1, succeeding Leroy F. Newmyer, who was named general manager of the newspaper Dec. 31.

Mr. Wyman moves to Toledo from the *Pittsburgh Post-Gazette* where he has been advertising director since 1938. Before that he was in charge of the Los Angeles office of Paul Block Associates, newspaper representative. #

Cleary Is Named Mennen Ad Manager

MORRISTOWN, N. J., April 8—Mennen Co., continuing a marketing reorganization program, has named Sylvester Cleary as advertising manager.

Mr. Cleary was formerly with Reach, McClinton & Co. His appointment is the latest step in a program to put the company into a "total marketing" concept under a product manager system.

Recently Jack Doran was named to the newly created position of director of marketing, reporting to William Mennen Jr., exec vp. Among the top level positions remaining to be filled is that of a marketing services manager, to serve both the sales and merchandising departments.

■ Mr. Cleary fills a position vacated last fall when Leonard V. Colson resigned as advertising director to join Warwick & Legler, one of the Mennen agencies. At the time, Mr. Mennen Jr. assumed the advertising direction of the company (AA, Oct. 27) and stated that he expected to function in that capacity for at least a year "so I can put into practice a lot of the things I think should be done." #

An Ex-Pensive Thought

NEW YORK, April 9—Admen in America, awake!

The April 16 issue of *The Reporter* runs an article proposing a ban on all expense account deductions for entertainment, club dues, town apartments, yachts, hunting lodges, executive dining rooms and the private use of company cars.

Author John L. Hess (no adman he, but a newspaper financial writer) would also limit travel expenses to a fixed *per diem* and any "luxuries" would be regarded as compensation—and taxable.

WILLIAM F. O'DELL, *president of Market Facts Inc., Chicago, has been elected president of the American Marketing Assn., term beginning July 1, 1960. Reavis Cox, professor of marketing, Wharton School, University of Pennsylvania, will assume the presidency July 1 this year.*

Highlights of This Week's Issue

High rating does not mean strong sponsor identification, Trendex study shows, and shared sponsorship of programs stacks cards against viewer associating product with program ..... **Page 1**

U. S. Air Force recruiting account leaves Erwin Wasey, Ruthrauff & Ryan and moves over to MacManus, John & Adams ..... **Page 1**

Thirty advertisers invested $1,000,000 or more each in business publications, Associated Business Publications reports in its eighth annual study of leading advertisers ..... **Page 1**

Washington better business bureau's efforts to curb use of comparative pricing ads for household appliances draws charges from some appliance dealers that rule was set up to protect department stores from tough competition ..... **Page 2**

The International Automobile Show had a record turnout of exhibitors, with some 600 models on display on three floors of New York's Coliseum, but the rubber-necking crowds were sparse ..... **Page 2**

Would-Be Teacher James McGraw went into the publishing business instead of education, but he remained a "teacher" all his life anyway, according to "Endless Frontiers—the story of McGraw-Hill," a new book by Roger Burlingame ..... **Page 2**

Max Factor & Co. began 50 years ago as a one-store operation in Hollywood catering to the film trade; today, advertising has helped build it into a nationwide cosmetics giant with sales last year of more than $45,000,000 ..... **Page 2**

Robert M. Watson, chairman of the board of Ruthrauff & Ryan and later of the merged Erwin Wasey, Ruthrauff & Ryan, resigns to join Kudner Agency as senior vp and member of the executive committee and the board of directors ..... **Page 2**

Ford will run "largest single advertisement for a single product"—a 36-page, $780,000 ad for the Ford division in the May Reader's Digest, which it will back with print, spot radio and direct mail promotion ..... **Page 3**

The New York Stock Exchange increased its 1959 advertising budget 25% to launch a special anti-speculation advertising campaign that will caution the public to invest "only on a sound basis" ..... **Page 3**

Associated Business Publications will present its 17th annual industrial, institutional and professional advertising awards for the most effective campaigns of 1958 to 24 advertisers Monday ..... **Page 3**

Only one premium salesman in every 20 can be classified as a creative or idea man, Dean P. Thomas, national sales manager, grocery products division, Pillsbury Co., says at 26th annual National Premium Buyers Exposition ..... **Page 3**

Ben Gedalecia, BBDO vp in charge of research, resigns to join McCann-Erickson as a marketing vp ..... **Page 3**

Twenty-four Seattle restaurants set up their own credit card system, scheduled to go into effect May 1 ..... **Page 10**

G. Leblanc Corp., musical instrument maker, runs ad series in music magazines pointing out that people in all walks of life who learned to play instruments early still play them now, when the mood comes over them ..... **Page 14**

Advertising expenditure as a percentage of national income is lower today than at its peak in 1921, Kenneth H. Myers reports in the Journal of Marketing ..... **Page 20**

Libby, McNeill & Libby breaks advertising for its frozen foods consumer contest which features a Caribbean cruise and $10,000 as first prize ..... **Page 26**

Vhf group says 25% of the total land area of the U. S. would be deprived of tv service if the nation switches to an all-uhf tv system ..... **Page 28**

Fair-trade defying California grocer gets 20 days in jail for contempt of court in selling Alka-Seltzer below fair trade price after injunction ..... **Page 40**

Bill curtailing trading stamps is filed in Oregon legislature ..... **Page 45**

U. S. agencies in Puerto Rico fail to use market-wise Puerto Ricans in their agencies, change management too often, Sam Badillo, president of Publicidad Badillo, Puerto Rico's largest agency, says ..... **Page 48**

National Grange Monthly will sponsor a national baking contest among Grange members this fall with strong tie-ins for co-sponsoring companies ..... **Page 62**

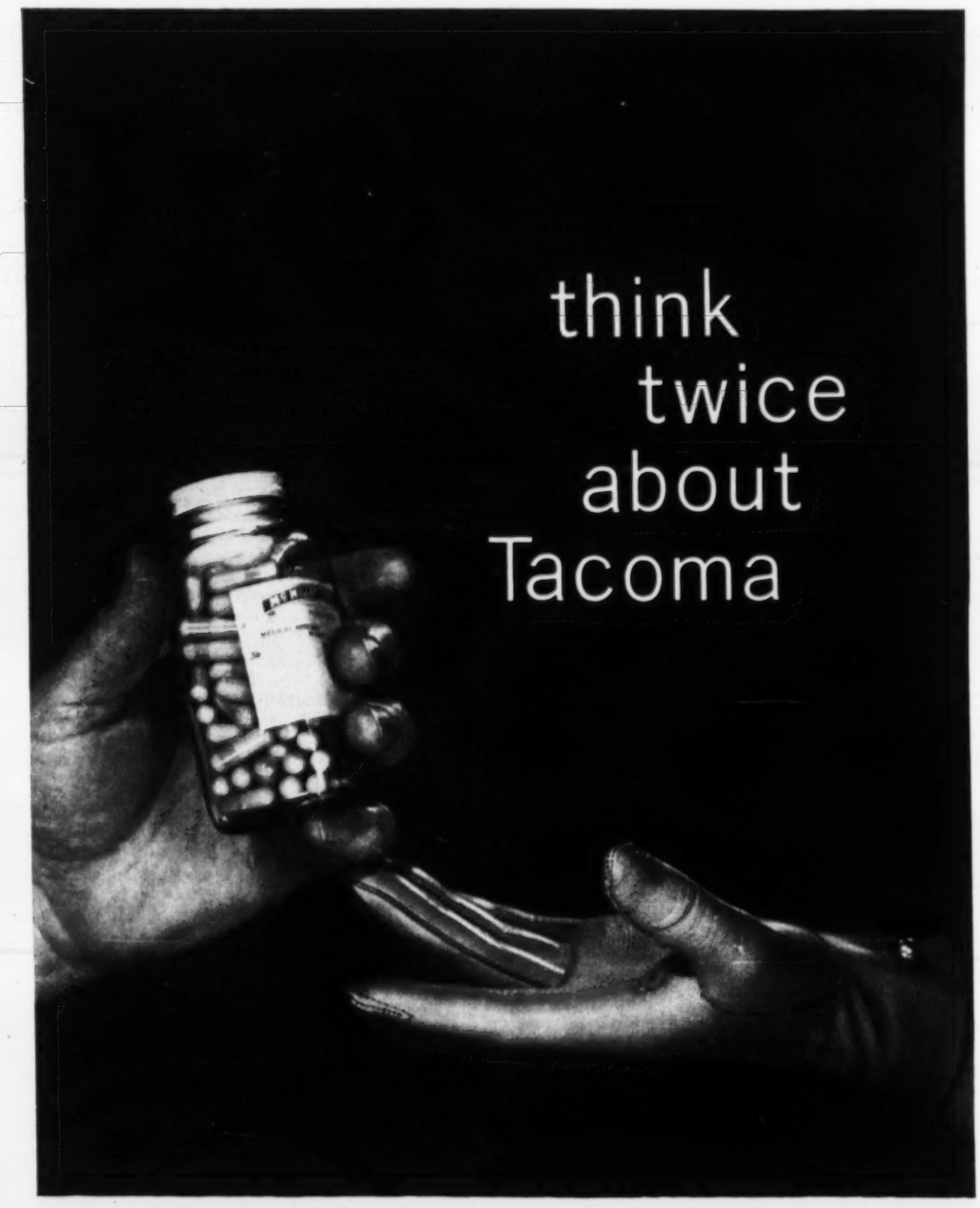
Outdoor Advertising Inc. will launch a new 12-month campaign to emphasize the selling power of standardized outdoor advertising ..... **Page 69**

Creative Man thinks "caveman" cigar ad message is "very forceful—credible, almost palpable" despite fact it is spoiled to a minor degree by contrived illustration ..... **Page 84**

Downtown stores in the big cities are finding that a rapidly increasing portion of their sales volume is now dependent on the Negro market, John Johnson, head of Johnson Publishing Co., says ..... **Page 96**

REGULAR FEATURES

Advertising Market Place	98
Along the Media Path	78
Art Director's Viewpoint	86
Coming Conventions	73
Creative Man's Corner	84
Editorials	12
Getting Personal	16
Learning from Retail Ads	86
Obituaries	37, 44, 74
On the Legal Front	84
On the Merchandising Front	82
Photographic Review	64
Rough Proofs	12
This Week in Washington	6
Tyler Picks Ten	81
Voice of the Advertiser	94
What They're Saying	12

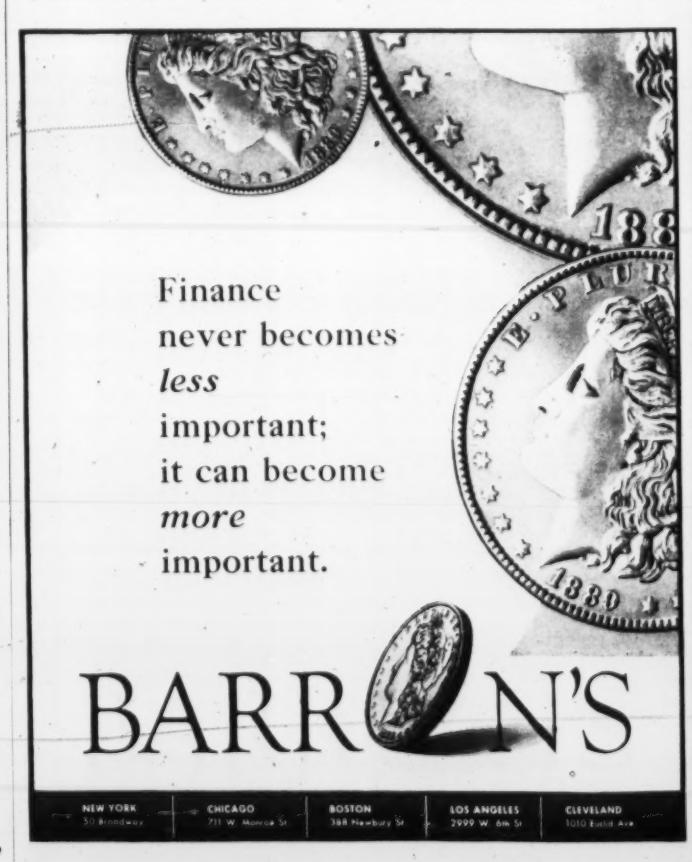


More than 68,000 families, who buy 16% of all drug items sold in the Puget Sound Circle, can not see your advertising unless it's in the Tacoma News Tribune

QUICK FACTS: Total population of the Tacoma Metro Area, 324,200. Retail Sales, $344,163,000. The Tacoma News Tribune is the only daily with *selling* coverage in this important market. (News Tribune coverage 81%; Seattle evening daily 2%; Seattle morning daily 12%.)

Ask the men at **SAWYER-FERGUSON-WALKER COMPANY, Inc.**

New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco



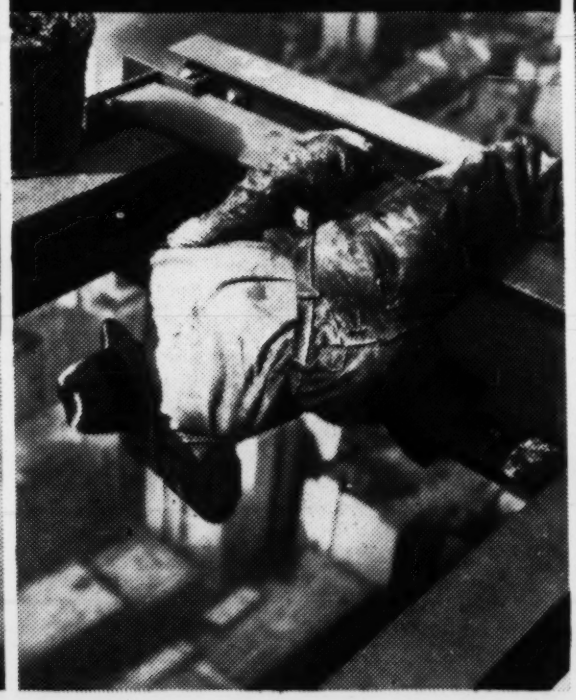
SILENT SERVICE I climbed out of its CNP cradle two years ago, and hasn't stopped climbing since. Taking all of its Top-25-Market ratings, **SILENT SERVICE's** latest ARB average is *up 24%* over the series' initial average. ■ **DANGER IS MY BUSINESS** premiered last July. Latest ARB average among the Top 25 Markets: *up 16%* over its first rating average! ■ **FLIGHT,** CNP's newest, only dates back to this past October. Latest ARB average among the Top 25 Markets: *up 11%* over its first rating average! ■ Further proof that the longer CNP shows are on the air, the *more* people like them.

NBC TELEVISION FILMS–A DIVISION OF

CNP

CALIFORNIA NATIONAL PRODUCTIONS, INC.

going up



This Week in Washington . . .

Barnes Gets Lesson on Sherman Act

By Stanley E. Cohen
Washington Editor

WASHINGTON, April 9—As chief of the Justice Department's anti-trust division, Stanley N. Barnes, of California, pounded away at the idea that the advertising agency commission system violates the law. As a member of the circuit court of appeals for the ninth circuit, however, Stanley N. Barnes has proven to be less of an authority on anti-trust law than he was in his heyday here.

One of his decisions, killing a private anti-trust case in the appliance industry, was before the Supreme Court this week. Ex-trust-buster Barnes' successors at the Department of Justice told the court their former chief had misread the law. And in the court's decision this week, the former anti-trust chief was given a generous slice of humble pie.

■ At stake were charges by Klor's Inc., a small San Francisco retailer, that a big next-door competitor conspired with manufacturers and suppliers to prevent Klor's from handling certain products. On the ninth circuit bench, Judge Stanley N. Barnes said the public wasn't injured, and there was no legal basis for the case. In the Supreme Court, however, the Justice Department intervened in behalf of Klor's, and told the court that Judge Barnes apparently has forgotten that the Sherman Act is designed "to protect the basic right of the individual entrepreneur to conduct his business free from coercive restraint by competitors or suppliers."

Justice Hugo Black, who spoke for the Supreme Court, was startled by a portion of the Barnes decision which brushed aside the Klor's suit as "a squabble between two of many competitors." In ordering the case back for trial, Justice Black said such practices are not to be tolerated merely because the victim is one merchant whose business is so small that his destruction makes little difference to the economy.

"Monopoly can as surely thrive by elimination of such small business men, one at a time, as it can by driving them out in large numbers," he declared.

■ If Stanley N. Barnes was to get into trouble on an anti-trust case, it was apparent from his record here that it would be in a case involving private litigation. From his law experience in Hollywood, he entered government service with a dislike for private anti-trust damage cases. On more than one occasion he expressed a belief that something should be done to curb them.

His views, however, were not shared by other officials of the anti-trust division and the Department of Justice. The more conventional approach, as expressed in the Justice Department brief seeking reversal of the Barnes decision in the Klor's case, is that private litigation is "an important supplement" to government enforcement of anti-trust laws.

U.S. Dislikes Its 'Testimonials'

Agriculture Department officials aren't at all happy about those ads which are appearing in magazines, headlined, "'Trading stamp savers can come out dollars ahead'—U. S. government confirms." Sponsored by S&H, the ads stress portions of an Agriculture Department survey which found that housewives can come out ahead on stamps—if they shop carefully, and if they redeem the stamps.

As Agriculture Department officials see it, however, the ads gloss over the "ifs" and "buts" which were included in their report, "Trading Stamps & Their Impact on Prices."

For example, the report says, "The survey of five cities indicates that substantial average differences do exist, at least in some cities, and that differences also exist between stamp and non-stamp stores in their end-of-the-week price specials. Individual consumers who have a choice between stamp and non-stamp stores need to carefully compare prices, quality of food, and services in stamp and non-stamp stores in relation to the value of the premiums received from saving stamps in deciding whether saving stamps is worth while for them."

Who Counts Filter Traps?

Members of the House appropriations committee were in rare form when the Federal Trade Commission's top command appeared to explain FTC's 1960 budget. Rep. Edward P. Boland (D., Mass.) set the pace by asking: "Who counts the cigaret filters to determine whether or not [an ad] is accurate?" Rep. Sid Yates (D., Ill.) caught the spirit of the occasion, chiming in, "What about the tv advertisement that has the U. S. Testing Co. approving certain things? I looked at it and thought it was a federal agency of some kind."

FTC Chairman John Gwynne confessed that the commission has yet to work out a "yardstick" for measuring the effectiveness of cigaret filters. However, Earl Kintner, the commission's general counsel, assured the congressmen that he has the impression cigaret advertising "now is cleaner than it has been in many years."

Before getting back to serious matters, Rep. Charles Jonas (R., N. C.) ventured into toothpaste. "I thought I might get some advice from the commission on what toothpaste to buy," he commented. "I am anxious to prevent the development of more cavities, and I understand that about half of the toothpastes claim to be leading the field. How do you test that?"

We'll never know what advice Rep. Jonas got. Commissioner Robert T. Secrest fielded the question, but the transcript says his answer was "off the record."

Contractor Ad Rules Checked

Another complication seems to have entered the debate over new rules specifying the kinds of advertising which will be allowed as cost in defense contracts.

Until now the backstage debate at the Department of Defense has centered on one major proposal: Should the Defense Department strike out existing restrictions which limit reimbursement to ads in trade and technical journals?

Now, however, the debate has been broadened. At least one service is proposing new language providing for reimbursement of contractors for ads aimed at obtaining scarce materials and equipment or disposing of scrap and surplus property. Another proposal would enable defense contractors to file claims for expenses incurred for "participation in exhibitions sponsored by the government for the purpose of developing military applications of products."

'State Tariff' Ruling Is Hit

The Senate small business committee heard a parade of witnesses complain about a recent Supreme Court decision which allows states to tax out-of-state companies which sell within their borders. Witnesses claim the decision is so broad that companies will become liable for local taxes simply by sending a salesman into a state.

While they admitted the tax liability would involve only sales within the state, they feared a process of "Balkanization," leading to a system of tariffs, customs and embargoes at the state line. #

YOU TAKE IT AND ROLL!

Any rush jobs lately? Roller skates may not be standard equipment for account executives these days. But there are times when they'd come in handy!

That's why it's good to know that experienced professional help stands ready to pitch in at your beck and call.

Our business is helping business sell. Jam Handy motion pictures, slidefilms and other visual aids are designed to support sales and advertising activity. Over the years, we've proved our ability to work successfully with account executives and agencies for any size product or any size company.

Next time you find your time divided and sub-divided too many ways, call on us. If the job's in our bailiwick, we'll take it and roll for you. Costs will be realistic, work topflight. For full details please get in touch with . . .

The JAM HANDY Organization

NOTHING SELLS PRODUCTS AND IDEAS LIKE IDEAS

MOTION PICTURES • DRAMATIZATIONS • PRESENTATIONS • VISUALIZATIONS • SLIDEFILMS • TRAINING ASSISTANCE

CALL NEW YORK, JUdson 2-4080 HOLLYWOOD, Hollywood 3-2321 DETROIT, TRinity 5-2450 DAYTON, ENterprise 6289 PITTSBURGH, ZEnith 0143 CHICAGO, STate 2-6757

A message to advertisers about THIS WEEK Magazine:

"THE extensive circulation of THIS WEEK in our local Sunday papers gives its advertisers the unique and effective combination of the prestige of national advertising with the strong reader impact of the local papers. THIS WEEK has become of prime importance in moving the advertised merchandise across the checkout counters of our Super Valu Stores."

T. G. Harrison

T. G. Harrison
President, Super Valu Stores, Inc., Hopkins, Minnesota
(601 stores, $293,000,000 annual volume)

Hickok Sets Ads to Promote New Franchise Setup

First Company to Be Licensed in Sportswear Field Is Slacks Maker

NEW YORK, April 8—Hickok Mfg. Co. is moving into a domestic licensing program for men's and boys' sportswear, starting with a newly-formed company in the slacks field, Sirkin & Davis.

A foreign licensing program begun in 1954 now includes eight countries. In announcing the domestic program, Ray Hickok, president, said that the slacks line will be included in Hickok's 1959-1960 promotion and advertising program.

The budget is more than $1,000,000, he said, and includes spot tv in up to 50 markets. Kastor, Hilton, Chesley, Clifford & Atherton is the Hickok agency.

Mr. Hickok commented that the company has spent some $17,000,000 in national advertising and promotion in the past 20-odd years. Explaining the latest move he said: "Today's soft goods retailers are faced with a two-pronged vise in the difficulty of (1) keeping up profits and (2) holding down price-eroding markdowns. Properly styled and priced brand merchandise is the best answer to the problem, if it is backed by realistic national advertising that not only creates consumer excitement but acts as a springboard for in-store promotions."

■ Sirkin & Davis is headed by Jules Sirkin, formerly with McGregor-Doniger for 16 years, most recently as executive director of McGregor's men's slacks division, and Julius (Jeff) Davis, former vp and general manager of H. Lissner Co., a McGregor-Doniger division with which he spent 32 years.

Hickok estimates its total licensing program will add from $25,000,000 to $30,000,000 to its annual sales volume within five years. #

Why Did 97 of 100 Agencies Fail to Bid on $1,000,000 Air Force Account?

NEW YORK, April 10—The Air Force invited the attention of more than 100 agencies, who logically might have been interested, to its $1,000,000 account.

And only three came to dinner.

And of the three one was the incumbent—Erwin Wasey, Ruthrauff & Ryan.

■ How come the lack of interest?

"Those accounts are heartaches," said an agency man who used to have one. "They dry up, or change. There are so many political factors. You're likely to have to assume the responsibility of a Washington office, build a staff to operate it.

"And you never really know, when you're planning, whether you'll be facing a $3,000,000, a $10,000,000 or a $100,000 account. You're better off to spend your time with more resultful accounts," he said.

Of the surviving finalists in the Army solicitation of a few years ago, not one made the pilgrimage to Dayton.

■ Stuart D. Watson, exec vp of Marschalk & Pratt division of McCann-Erickson, said the agency received the original questionnaire from the Air Force but did not even fill it out.

"We decided not to solicit the account," he said.

Mr. Watson said he couldn't remember precisely why this decision was made. But, he added, on reflection, that it may have had something to do with the Air Force's need for a Washington service office, or because the account called for advertising only (no research) or because McCann had decided previously not to solicit this business.

■ Although AA was told that Grant Advertising was invited to solicit the account, Lawrence McIntosh, supervisor of domestic operations, denied that the agency received an invitation. Grant handled the account from Jan. 1, 1950 until Dancer-Fitzgerald-Sample took it over in September, 1952.

"We were not asked to solicit the account," Mr. McIntosh told AA. "And we did not refuse to solicit it. We definitely would be interested in having the Air Force as a client." #

satisfaction, but is a progressive experiment by the agency toward possible decentralization on a limited scale. The agency's Honolulu office is considered integrated also, but some of its work is still done in Philadelphia and in Chicago.

■ Ayer's Chicago office handles Armour & Co., the Caterpillar Tractor Co., Illinois Bell Telephone Co., Ohio Oil Co., and United Air Lines. #

Ayer Will Triple Creative Staff in Chicago Office

CHICAGO, April 9—N.W. Ayer & Son is establishing a greatly enlarged creative group in its Chicago office in a double effort to improve client service and possibly to build new business here.

Charles Ax, now a copy supervisor in Philadelphia, will head the creative group, which will number about 20. The Chicago office now has two writers, two artists and two television producers.

Mr. Ax, while he will be responsible to Allen R. Memhard Jr., vp and head of the Chicago office, will also report to the art and copy heads of the agency in Philadelphia.

The net effect of moving writers, artists, plans and marketing and production people into Chicago will be to provide a fully rounded planning and creative unit.

■ This is the second office Ayer has built into a fully-integrated one. Two years ago the Detroit office was built up to 15 to handle the Plymouth account. Based on the success of that office, Ayer heads decided to undertake the Chicago move.

Roughly 15 men and women will be moved from Philadelphia headquarters to Chicago, and others will be hired here.

Ayer stressed the fact that this move did not stem from client dis-

Chew Splits with Harvey and Thomas; Will Open Own Shop

PHILADELPHIA, April 9—Samuel Chew, one of the original partners of the five-year-old Philadelphia advertising agency, Chew, Harvey & Thomas, will withdraw as a partner April 15 and will set up his own agency.

He plans to open his own agency at the 200-year-old Chew House in the Germantown section of town, a home which has been in his family since it was built and for which he is responsible.

Mr. Chew plans to move his wife and two children into the big mansion, and convert half of the big stables into modern and unique offices.

■ Moving over with Mr. Chew in a completely friendly separation from partners Edmond G. Thomas and William S. Harvey will be Peggy Scepansky, media director. She will assume the same duties with the Chew agency.

One account he is definitely taking with him is his smoking car transit cards, currently used by Winston cigarets in railroad cars, a lucrative idea he developed about four years ago. Some arrangements are being made to move several of the present agency's accounts, which were brought in and handled by Mr. Chew, over to the new agency. Mr. Chew also told ADVERTISING AGE he is working on several new accounts.

Harvey & Thomas, which will be the name of the present agency, will continue at 3 Penn Center Plaza. Mr. Chew plans to use the latter's art and production facilities until his own is adequately staffed, thus emphasizing the friendly parting of the partners.

The three partners left Gray & Rogers five years ago to form Chew, Harvey & Thomas. Billings currently are estimated at about $1,500,000. #

Phonebook Okay for Small Mail Drives: Miller

American Photocopy Exec Cites Good Results in Unpersonalized Push

CHICAGO, April 8—Direct mailers, at least some of them, don't really need elaborate lists of company names, addresses and executive titles and names.

Classified telephone directories provide addresses of companies in various categories. And as for executive names, the response from mailings directed to companies is nearly equal to responses from mailings to expensively acquired lists of names and titles.

This slant on the direct mailing was expounded before the sixth annual Chicago Direct Mail Day today by Hobart G. Miller Jr., advertising vp of American Photocopy Equipment Co., Chicago.

■ He told the meeting that his company's mailings to companies, not to specific executives, drew 73% of its inquiries from top management and 85% of the remainder from "middle management."

American Photocopy's mailing volume last year, he said, amounted to about 6,000,000 pieces, and the inquiries totaled about 137,000.

More important than how you address your mail, Mr. Miller emphasized, is who delivers it and what is delivered. He said his company has made extensive use of having attractive girls deliver some of its direct mail pieces.

■ And, he said, no matter what you're selling, the contents mailed can vastly influence the results. He said his company usually averages a 3.5% response from its mailings and that the mailing usually offered an air mail return card for requesting a free booklet about the company's method of plastic finishing of important papers.

But during one period when the mailer gave "nuts and bolts" information and offered no booklet, he said, the response percentage dropped to 0.6%. Subsequent mailings again offered the booklet and the return percentage immediately went back up to 3.6%, he said. #

FANCY FOOD—*This is Qantas' magazine color page telling of the Australian airline's marathon meal.*

Long Lunch . . .

Qantas Ads Push '1,800-Mile Meal'

Australian Airline Uses Understatement to Tell of Jets in Magazine Ads

SAN FRANCISCO, April 8—Qantas Empire Airways of Australia will soft pedal the speed advantages in promoting jet flights, and will concentrate on "service and luxury."

A color ad in *Holiday*, *The New Yorker*, *Sports Illustrated* and *Sunset Magazine* will feature the Qantas "1,800-mile meal," which requires three hours for service, from cocktails to coffee and brandy. During that time, the high-speed plane will have covered about 1,800 miles.

Another ad plays up one of the airline's "little extra touches"—the ground crew which stands at attention and salutes as the plane pulls away.

In announcing jet flights April 6, Qantas for the first time used a single ad in all English language newspapers in cities to be served by the flights throughout the world. The ad was created by Jackson-Wayne, Sydney, and placed in San Francisco, New York and Honolulu newspapers by Cunningham & Walsh, San Francisco, the airline's U.S. agency.

■ The over-all campaign for the jet service was prepared by Cunningham & Walsh, San Francisco. Fred Hale, C&W account executive for Qantas, said the decision to eschew the speed story in favor of promoting service and luxury "resulted from considerable research the agency carried out, working in conjunction with the Boeing people (manufacturer of the jet planes).

"We are convinced that the time factor is not the most important one in selling Qantas jet travel," he said. "The speed of jets has set up a fear reaction in many people and a part of our effort will be to show in our advertising that this reaction is not necessary."

The jet campaign will run May through October in *Holiday*, *Montrealer*, *The New Yorker*, *Sunset Magazine*, *Sports Illustrated*, *Time*, *Time International*, *Wall Street Journal* and *Western Homes*, plus trade magazines in the travel field.

Qantas will also use newspapers in New York, San Francisco and Chicago, a 32-week spot radio campaign in Honolulu, and a direct mailing to travel agencies and much-traveled business executives throughout the world.

Each direct mail piece will feature an area served by Qantas, with the piece to be mailed from that area on a one-a-month basis.

Weyerhaeuser Tops 'Saturday Review' Annual Ad Awards

NEW YORK, April 9—Weyerhaeuser Timber Co. was the top favorite with judges in *The Saturday Review's* seventh annual awards for distinguished advertising in the public service this year. The Weyerhaeuser agency is Cole & Weber.

The next six favorites were Metropolitan Life Insurance Co. (Young & Rubicam); New York Life Insurance Co. (Compton); Ford Motor Co., for its safe driving campaign (Kenyon & Eckhardt); Commonwealth of Puerto Rico (Ogilvy, Benson & Mather); Container Corp. of America (N. W. Ayer), and U. S. Steel (Batten, Barton, Durstine & Osborn).

■ Altogether, some 27 campaigns were named in this category. In addition, three special categories of public interest advertising were analyzed by the judges (corporate, public relations and public service), seven tv and radio programs were cited for their public interest achievement, and a special citation was given to Edward R. Murrow of CBS. This is only the second time in seven years the special citation has been made.

In the three special categories, the Commonwealth of Puerto Rico received top honor for public relations advertising; Corning Glass Works (BBDO) and Esso Research (McCann-Erickson) tied for the corporate category, and Metropolitan Life Insurance Co. was named for public service advertising.

■ The tv and radio shows cited were "NBC News" (tv and radio); "Playhouse 90" (CBS-TV); "Metropolitan Opera" (CBS Radio), "Small World" (CBS-TV); "Leonard Bernstein and the New York Philharmonic Orchestra" (CBS Radio); "The Moiseyev Dancers" (CBS-TV); "Disneyland" (ABC-TV); "The U.N. in Action" (CBS-TV); "An Evening with Fred Astaire" (NBC-TV); "The Telephone Hour" (NBC-TV); "Opera with Leonard Bernstein," "Bach with Bernstein" and "La Perichole" (NBC-TV); "Our Children and Their Schools" (NBC-TV), and "Bob Hope in Moscow" (NBC-TV).

The special citation to Mr. Murrow of CBS mentioned not only his shows on radio and tv but also "his notable speech to the industry on its responsibility to inform as well as entertain the American people at a time when this nation is in a death-struggle for survival."

The full list of award winners will appear in the April 18 issue of the publication. #

STINGLESS—*John H. Breck Inc. is introducing its new children's shampoo, with the first ad slated for Parents' Magazine in June. It will also be promoted via newspapers and the Shirley Temple tv spectaculars on ABC. N. W. Ayer & Son is the agency.*

In January, the Post had the biggest revenue increase among all major magazines! And things have been jumping ever since! In February, circulation passed the 6,100,000 mark–an all-time high. In March, 32 new advertisers joined the ranks, for a total of 88 in the first quarter. And the April 4 issue brought in more advertising revenue than any other issue in Post history—a whopping $3,364,000!

The Post is the hot one-because advertisers know sales impact when they see it. With repeat Ad Page Exposures to Post-Influentials (who repeat what they read to friends) - your message gets repeated in the Post!

29 million times each issue, someone turns to your ad page in the Post. That's Ad Page Exposure (APX)!

A CURTIS MAGAZINE

The Saturday Evening
POST
Sell the POST-INFLUENTIALS
-they tell the others!

Close as a clean shave to the

DAVENPORT METROPOLITAN AREA!

Davenport Newspapers . . . razor close to 267,-100 Quad-Citians and their $6,189* E.B.I. per household . . . reach 100% of the Scott County, Iowa, population — plus substantial numbers in Rock Island County, Illinois — 7 days a week.

Circulating Davenport and Bettendorf, Iowa; Rock Island, Moline, East Moline, Illinois

FIRST EVERY DAY . . .

DAVENPORT MORNING EVENING SUNDAY NEWSPAPERS

Represented by Jann & Kelley Inc.

*Copr. 1958 Sales Mgmt. Survey of Buying Power.

Two Food Packers Merge

Two family-owned specialty food packers, P. J. Ritter Co., Bridgeton, N. J., and Brooks Foods, Collinsville, Ill., have merged. Both companies will continue to pack under their respective labels, with Brooks operating as a subsidiary of Ritter. William H. Ritter Jr., president of Ritter, has assumed the additional responsibility of chief executive officer of Brooks Foods. G. S. Suppiger Jr. continues as president of Brooks. L. H. Hartman Co. handles the Ritter account, D'Arcy Advertising services Brooks Foods. The future status of the two agencies is undetermined, it was reported.

ANA Names Linton Bagley

Linton Bagley, advertising manager, J. A. Folger & Co., Kansas City, has been named chairman of the newspaper committee of the Assn. of National Advertisers. He succeeds Anton Bondy, print media manager, Lever Bros. Co., who continues as a member of the committee.

Seattle Restaurants Set Own Credit Cards

SEATTLE, April 7—Twenty-four Seattle restaurants, a number of which broke as a group from the Diners Club national credit card system in December, have set up their own credit card system scheduled to go into effect May 1.

As a vehicle for the new enterprise, the restaurant operators have formed a non-profit corporation, Seattle Select Restaurants Inc. Since some members have outlets in Tacoma and Yakima, the organization will work under the broader trade name, Select Restaurants of Washington.

The new organization embraces most of the top restaurants in Seattle. In joining, members agree to give up their own credit cards and to use the credit card that is to be issued on April 26 by Select Seattle Restaurants. In turn, SSR will handle all dealings on behalf of members with national credit organizations. SSR is negotiating with respect to Hilton's Carte Blanche credit card and that of American Express. But the group is not negotiating with Diners Club, Fred N. Hoover, attorney representing the restaurants and SSR, told ADVERTISING AGE.

■ SSR grew out of a revolt by a number of Seattle restaurants against Diners Club. Operators were uneasy over the 7% discount that Diners Club made on bills handled through that organization. Late last year a number of Seattle restaurants told Diners Club they would impose a 5% surcharge on bills of customers presenting Diners Club credit cards, and said in a resolution that "restaurant profits of 3% to 5% do not warrant such discounts, presently set at 7%." This led to a complete break with Diners Club in December.

Within the industry the Seattle plan has been attracting a good deal of attention, with recent inquiries from Cleveland, Louisville, New Jersey, and other sections. The Seattle organization is intended as strictly local, with no plans for expansion to a larger area. However, through reciprocal arrangements it is anticipated that credit cards of similar groups from other parts of the country would be honored by SSR. Already such an agreement has been worked out with a group of restaurants in Portland, Ore., which has had a central billing organization for several years. #

Swanee Paper Realigns Staff; Names Leber & Katz

Swanee Paper Corp., New York, has realigned its marketing operations. Robert J. Katz has been appointed director of marketing. He was formerly with Doeskin Products Inc. Bernard Levine has been appointed Swanee's general sales manager.

Swanee also has named Leber & Katz, New York, to handle advertising for Swanee bathroom and facial tissues, towels and napkins. The previous agency was Dowd, Redfield & Johnstone.

Paddock Drives to Sell Pools

Paddock Pool Equipment Co., Van Nuys, Cal., has launched a three-month campaign, which began April 1, via 24-sheet posters, to sell swimming pools. The company says this is the first time a swimming pool company has used outdoor advertising on a national scale. Nelson Advertising Agency, Los Angeles, handles the account.

TAMPA-ST. PETERSBURG

...market on the move!

Big business is brewing in the MARKET-ON-THE-MOVE . . . Tampa-St. Petersburg! Giant industries, like 110-Year Old Jos. Schlitz Brewing Co., are dotting the area with the world's most modern plants! Over 800,000 barrels of beer a year will flow from the Schlitz $20,000,000 Tampa plant—marking the first time a premium beer will have been brewed in Florida! As progressive industry pours in, it compounds the amazing business growth that has put Tampa-St. Petersburg, one large trading area, in the TOP 30 MARKETS—now 30th in retail sales, 27th in automotive sales, 29th in drug sales!

Capture this rich market with the STATION-ON-THE-MOVE—WTVT—*first in total share of audience** with 34 of the top 50 programs! WTVT, with highest-rated CBS and local shows, blankets and penetrates the MARKET-ON-THE-MOVE . . . TAMPA-ST. PETERSBURG.

**Latest ARB*

station on the move...

WTVT

TAMPA - ST. PETERSBURG

CBS **Channel 13**

The WKY Television System, Inc.

WKY-TV	WKY-RADIO	WSFA-TV
Oklahoma City	Oklahoma City	Montgomery

Represented by the Katz Agency

PHOTOSTAT USERS!!!

Cut your costs 70% with exclusive Magi-Copy Process

Low as 7¢ a copy . . . No machine to buy . . . we do it all . . . Same day service . . . Free price list and samples.

MAGI-COPY (Dept. Alfred Mossner Co.)
108 W. Lake St., Chicago 1, FRa 2-8600

Portland retailers watch the women go buy. That's why they use the newspaper that reaches WOMEN. During 1958 they placed almost 5 million more lines of advertising in The Oregonian than in the 2nd paper. They know there's more buying when they use the only medium that's big as all Oregon . . . The Oregonian.

How big is the Oregon retail market? Almost 2½-billion annually . . . that's double Boston and triple Kansas City!

watch the women go BUY

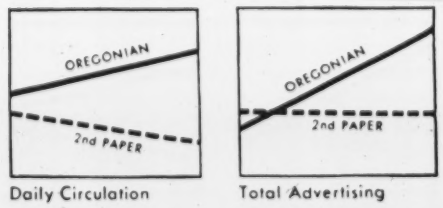
WATCH THE WOMEN GO BUY... WATCH THE WOMEN GO BUY... WATCH THE WOMEN GO BUY... WATCH THE WOMEN GO BUY...

The Oregonian
Portland, Oregon

Biggest advertising voice in the sales-rush state

Largest Circulation Newspaper in the Northwest
233,856 Daily; 296,143 Sunday

The Portland 10-year change ... at a glance



Daily Circulation — Total Advertising

Sources: Sales Management Survey of Buying Power, May 10, 1958; ABC Publishers' Statement, 6 months ending Sept. 30, 1958.

Represented Nationally by Maloney, Regan & Schmitt, Inc.

MEMBER OF ABC

The Editorial Viewpoint . . .

That Old Numbers Game

It is a little surprising, and more than a little amusing, to learn that James Seiler, director of American Research Bureau, is fussing and fuming about his discovery that stations are interested in big numbers in listener research.

Smarting under the refusal of stations in Chicago to support the instantaneous rating service which ARB was testing there, Mr. Seiler said:

"If advertisers and agencies are going to let stations turn down a rating service simply because it does not produce sufficiently high sets-in-use figures, then we are in for a numbers game, with rating services outdoing each other to come up with figures which are satisfactory to the stations."

Where yuh been all this time, Mr. Seiler?

Of course tv stations and networks are playing the numbers game—and so are magazines and newspapers and radio stations and baseball and issuers of stock certificates, and what have you. It's an American characteristic, and probably a human characteristic, to like big numbers better than small ones, no matter how much or how little meaning there is to the numbers.

But to get back to ARB, its instantaneous rating system for tv stations, and Mr. Seiler's comments. Mr. Seiler insists that no one questioned the accuracy of his instantaneous results, or argued about its cost, but that Chicago tv stations insisted they need research which shows sets-in-use figures high enough to justify existing nighttime rates. But this seems highly debatable.

Frank Atlass, of WBBM-TV, said ARB's Arbitron ratings were 15% to 20% higher for daytime sets-in-use, and 15% to 20% lower for nighttime sets-in-use, than either ARB's diary system or Nielsen. And if this were the case, then it seems strange that no one was questioning their accuracy.

It seems reasonably clear that no one has yet solved the ratings problem for television, but if Mr. Seiler has any good proof that currently accepted ratings are inflated, he would be doing advertisers and agencies a big favor by making it available.

Cart Pulling Horse

"Alfred N. Steele, chairman of Pepsi-Cola Co., Tuesday said advertising spending by the company and its bottlers will exceed $30 million this year.

"He said at a press conference . . . that figure represents a $5 million increase over 1958 . . .

"The bigger ad budget, he said, is possible because of higher sales and earnings." . . .

—newspaper story.

If Mr. Steele actually said that, Pepsi-Cola stockholders ought to throw him out forthwith for squandering $5 million of their money. But we doubt if promoter-adman Al Steele (he first attracted national attention as the daring ad manager of Standard Oil of Indiana in the '30s) actually said what he is reported to have said.

Higher sales and earnings are supposed to be the result—not the cause—of bigger advertising budgets. If Pepsi is going to invest $5 million additional in advertising this year, it must be because it hopes the added investment will be returned, with interest, in added sales and earnings this year—and not because sales and earnings were up last year.

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, O. L. BRUNS, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 630 Third Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7659); 1709 W. 8th St., Los Angeles 17 (HU 3-0561); 703 Market St., San Francisco 3 (DO 2-4994); 520 S. W. Sixth Ave., Portland 4, Ore. (CA 6-2561); 99 W. Bethune, Detroit 2 (TR 2-7211).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.

Senior editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Murray E. Crain, Merle Kingman.**

Associates: New York—**Charles Downes, Lawrence Bernard, Phyllis Johnson, Denis Higgins.** Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, John S. Lynch, Lawrence E. Doherty.**

F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **Malcolm P. Austin**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, Alfred S. Reed, Alfred Malecki, B. Richard Weston.** Chicago: **E. S. Mansfield, Arthur E. Merts, Rod H. Minchin, David J. Bailey, Jack Barnett.** Los Angeles: (Simpson-Reilly Ltd.) **Walter S. Reilly, James March, Roy Margrave.** San Francisco: (Simpson-Reilly Ltd.) **Wayne Stoops.** Portland: (Frank J. McHugh Co.) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co.) **Thomas A. Knowles.**

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. Myron A. Hartenfeld, circulation director.

Gladys the beautiful receptionist

—Stanley H. Jack, R. Jack Scott Inc., Chicago.

"The art director told the photographer to have the model wear a wedding ring on both hands—in case he might want to flop the picture."

Ultimate in Marketing

Crane Co. may have reached the ultimate in adopting the "marketing concept" as a way of business organizational life. It has just elected George F. Burley vice-president for marketing and procurement, apparently with a director of marketing, a director of procurement, and a general manager of sales reporting to him.

So far as we know, this is the first time marketing and procurement (what in the old, old days presumably would have been designated sales and purchasing) have been linked together in one job. At first blush they sound like poles-apart functions, but if we are going to be real serious about this marketing concept thing, we might as well concede that marketing can just as well embrace purchasing as anything else. After all, marketing marks the ultimate disposal of the things that are procured to start with.

\# \# \#

What They're Saying . . .

Here's the Test

If you can make a sale when all about you
Are losing theirs and blaming it on you,
If you can trust the ads when dealers doubt you
And not admit you doubt them, too,
If you can use the stuff you're urging others
To buy, and using never turn a hair
Or even doubt the boss's brothers
Couldn't hold a job most anywhere—
If you buy from friends and keep your virtue
Or do the town—and never count the cost
Of entertaining when it hurts you
To think of all the sleep you've lost,
If you can see your loving competition
Steal the windows and displays you've won,
And undaunted, swipe back their ammunition,
Then, you're a sales promotion man, my son.

—Vernon C. Myers, publisher of Look, before Sales Promotion Executives Assn. meeting, New York.

Appeal Must Be Personal

No matter how many scantily dressed girls or baby pictures might be used as attention-getting devices, they still don't sell me a car repair job. The message must have a personal meaning for me.

—From a speech by Dietrich L. Leonhard, George Fry & Associates, Chicago, at an advertising round table in Kansas City.

Rough Proofs

Admen are famous as golfers, fishermen and softball enthusiasts, and now it looks as if they want to sweep to the top of the curling competitions, too.

•

"Whom shall I say is calling?" was a line assigned to Nora Charles in NBC's "The Thin Man."

Oh, well, the show is supposed to be going in more for comedy now.

•

"Boston judge hits bra commercials as delinquency cause," the headline says.

Unfortunately, if delinquent kids didn't see the bra commercials, they'd probably start ogling the manikins in department store windows.

•

The *Pontiac Press* was given an ideal promotion opportunity when *Motor Trend's* award for "1959 car of the year" went to the home town's proudest product, the Pontiac automobile.

•

"Stations want only numbers, Seiler charges."

Maybe it's because advertisers and their agencies seem to be fascinated by numbers, too.

•

Van Cliburn got promoted fast when *Business Week* bracketed him with Paderewski in referring to the Steinway piano, "the instrument of the immortals."

•

"Pennington Press aims to market books like other 'impulse items'," the story says.

You can pick up a book on impulse, but when you lay it down depends entirely on the author.

•

The success of books and movies like "Some Came Running" indicates only that intense preoccupation with sex is a great commercial advantage for aspiring writers.

•

AA reports "unemployment picture spotty," but it is publishing more help-wanted ads in its classified department than ever before.

•

"American Can finds bigger proportion of beer drunk at home," says the headline.

Note to editors: Please don't use "drunk" in this connotation unless absolutely necessary.

•

A personnel company speaking in behalf of a small agency head remarks, "He'd like to merge with another agency, or he'd like to head up a house agency."

If the latter, everything, including the losses, will be on the house.

•

Kastor says magazine publishers, intimidated by cigaret companies, refuse ads for Bantron, smoking deterrent.

The statistics indicate that smokers don't want to be deterred.

COPY CUB.

During the year 1958

and again in the first quarter 1959

more national

help wanted display advertising

and more classified

male help wanted advertising

was placed in

The Washington Post and Times Herald

than in both other

Washington newspapers combined

Media Records
Advertising Linage Service

For More Than 20 Years Washington's R.O.P. Color Newspaper

Represented By: Sawyer, Ferguson, Walker Co.—New York, Chicago, Detroit, Atlanta, Philadelphia, San Francisco, Los Angeles; Joshua B. Powers, Ltd.—London, England; Senor G. Enriquez Simoni—Mexico City, Mexico; Allin Associates—Toronto and Montreal, Canada; The Hal Winter Co., Florida Hotel and Resort adv. rep.—Miami Beach, Florida; Tom McGill, New England Hotel and Resort adv. rep.—West Roxbury, Massachusetts; Lou Robbins, New York and New Jersey Hotel and Resort adv. rep.—1265 Broadway, N.Y., N.Y.; Puck, The Comic Weekly.

Hoffman Names W&L for Fiat, Lancia, Alfa Romeo

Hoffman Motor Car Co., a 12-state distributor of the Fiat line of Italian automobiles, has appointed Warwick & Legler, New York, to handle its advertising. Among the states in the Hoffman area are New York, New Jersey, Pennsylvania, Massachusetts, Connecticut and California. Hoffman has also assigned to Warwick & Legler national advertising for two Italian sports cars, the Lancia and the Alfa Romeo.

Adams & Keyes continues as the national agency for Fiat. Hoffman's account has been with several agencies during the past few years, the most recent being L. H. Hartman Co. W&L also has named J. Riley Thompson, formerly with Lennen & Newell, an account executive.

AD SCHEDULES OF COMPETITORS
- '59 Blue Book spans 4 yrs. through 1958 . . . 10,000 firms. $35
- Red Book 20 . . . 1958 only. Another 25,000 firms. $35

Write: V. H. VanDiver, Sr., BRAD-VERN'S REPORTS, Woolford, Md.
Phones: Cambridge 171 and 2980

Bon Ami Boosts John Shaw, Names Fischer to Board

John J. Shaw, formerly in charge of advertising and merchandising of Bon Ami Co., has been elected vp in charge of marketing. Arthur A. Fischer, chairman of the executive committee of Cole, Fischer & Rogow, New York, has been elected to Bon Ami's board. Cole, Fischer handles Bon Ami advertising.

Truppe, LaGrave Gains One

The American Dairy Assn. of Iowa (formerly the Iowa Dairy Industry Commission and the Iowa Dairy Promotion Assn.) has appointed Truppe, LaGrave & Reynolds, Des Moines, Ia., to handle its advertising.

MORE PEOPLE READ THE HOUSTON POST DAILY THAN ANY OTHER HOUSTON NEWSPAPER

The Houston Post leads the Houston Chronicle 7,537 in total daily circulation

POST: 200,551 CHRONICLE: 193,014

For basis of comparison see Audit Bureau Circulation report for year ending Sept. 30, 1958.

W. P. HOBBY
Chairman

OVETA CULP HOBBY
President and Editor

MEMBER ABC

Represented nationally by Moloney, Regan & Schmitt

BARBER SHOP BLUES—*Use of Leblanc instruments by people in all walks of life is being emphasized in an ad series Leblanc Corp. is running in music publications.*

Leblanc Musical Instrument Ads Aim at Lifetime Users

KENOSHA, WIS., April 7—G. Leblanc Corp., musical instrument maker, is running an ad series in music magazines, pointing out that people in all walks of life who learned to play instruments early still play them now, when the mood comes over them.

Leblanc's slant is that musicians ought to buy Leblanc, "the world's most respected name in wind instruments," since they may well be playing them the rest of their lives.

■ The campaign, which began last month, uses ads showing barbers, farmers, housewives, models, doctors and others, playing their instruments in their workaday habitats. The headlines read: "There's a bit of Brahms in every barber," "There's a lot of music in every doctor," etc.

A novel feature of the campaign is Leblanc's use of two-thirds page bleed ads on three successive right hand pages.

The campaign is reaching musicians through *Instrumentalist, Musart, Music Educators Journal, Podium* and *School Musician,* and reaching the instrument trade through *Music Trades Magazine* and *Piano Trade Magazine.*

Kenneth B. Butler & Associates, Mendota, Ill., handles the account. #

Cawley-Neff Organized

Cawley-Neff Associates, an organization specializing in packaging and industrial design, has been formed in Philadelphia with offices at 922 No. 3 Penn Center Plaza. Principals are C. Robert Cawley, president and treasurer, who previously worked with Mel Richman Inc., and J. Warren Neff, vp and secretary, who formerly headed his own sales agency.

Adwoman Starts Weekly Newspaper in Geneva

Mrs. Casey I. Herrick, former New York adwoman, has started publication of an English-language newspaper, the *Weekly Tribune,* in Geneva, Switzerland. Mrs. Herrick, whose husband is working in Switzerland, formerly was advertising manager of Lambert Bros., New York jeweler.

Todos los jueves de 1 a 2 P.M. se reúne

EACH THURSDAY FROM 1 TO 2 P.M. IS

la clase de español en McCann-Erickson.

SPANISH CLASS TIME AT McCANN-ERICKSON.

Cualquiera en la compañía puede matricularse.

ANYONE IN THE COMPANY CAN JOIN.

Es divertido...y gratis. Hasta ahora entre

IT'S FUN... AND IT'S FREE. SO FAR

los voluntarios ha habido escritores de copia,

VOLUNTEERS HAVE INCLUDED COPYWRITERS,

directores de arte, jefes de cuentas, vicepresidentes–

ART DIRECTORS, ACCOUNT MEN, VICE PRESIDENTS...

miembros de casi todos nuestros departamentos.

PEOPLE FROM NEARLY EVERY DEPARTMENT.

Todo empezó cuándo una de nuestras escritoras

IT ALL BEGAN WHEN ONE OF OUR WRITERS

se puso a dar clases a algunos de sus amigos.

STARTED GIVING LESSONS TO A FEW OF HER FRIENDS.

Se corrió la voz, y ahora la clase es para toda la compañía.

WORD GOT AROUND, AND NOW THE CLASS IS ON A COMPANY-WIDE BASIS.

Por lo visto hay mucha gente a quien le gusta

IT SEEMS THERE ARE LOTS OF PEOPLE WHO ENJOY

aprender algo nuevo–¡aunque sea necesario

LEARNING SOMETHING NEW... EVEN IF IT MEANS

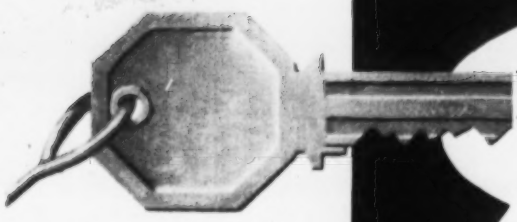
atragantarse el almuerzo! Después de todo, uno nunca

HURRYING THROUGH LUNCH! AFTER ALL, YOU NEVER

sabe cuándo se va a encontrar "al sur de la frontera."*

KNOW WHEN YOU MIGHT FIND YOURSELF SOUTH OF THE BORDER.

*Where incidentally, McCann-Erickson is the largest advertising agency, with 21 offices serving all Latin America.



your key to a

BIG AUTO MARKET

93.9% of all ELKS Magazine households own one or more automobiles. 29.2% bought new cars in the last 12 months. These percentages are exceeded by only 2 of the 55 magazines in the latest Starch Consumer Magazine Report.

A high percentage of car ownership . . . a high median income of $6,798 . . . these make 1,230,998 Elks a leading mass market for auto sales.

You can best sell this key auto market by advertising autos and automotive products in The ELKS Magazine.

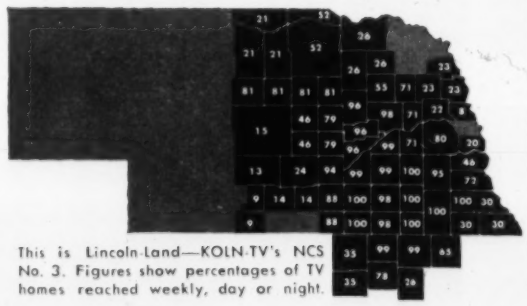
THE Elks MAGAZINE

More information? Write for a copy of our booklet, "The Elks Market"

NEW YORK 16 386 Fourth Avenue | CHICAGO 1 360 N. Michigan Avenue | LOS ANGELES 17 1709 W. 8th Street

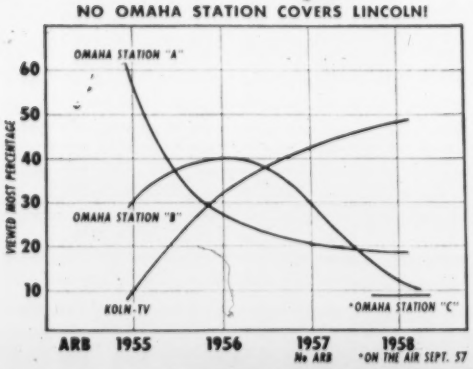
YOU'RE ONLY HALF-COVERED IN NEBRASKA

IF YOU DON'T USE KOLN-TV!



This is Lincoln-Land—KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

NO OMAHA STATION COVERS LINCOLN!



One big market in Nebraska is in the extreme East. The other is Lincoln-Land—66 counties big, and well-heeled *(containing more than HALF the buying power of the state!)*

Viewers in the extreme Eastern market spend a lot of time switching from one to another of the three TV stations they have available. In Lincoln-Land, the story is *all KOLN-TV*. It's the *only* station that covers the area.

Ask Avery-Knodel for all the facts on KOLN-TV—the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

AM-TV-FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

KOLN-TV

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

Robert Baker, an art director at Kenyon & Eckhardt, New York, has designed the 8¢ "World Peace Through World Trade" commemorative stamp to be released April 20. He'll be honored that day at a dinner in Washington, D.C., at a meeting of the 17th Congress of the International Chamber of Commerce . . . **Bart Cummings**, president of Compton Advertising, New York, is back at his desk, but still in traction due to a bad disc . . . **Mac Dane**, of Doyle Dane Bernbach, New York, will travel through Europe the month of May . . .

Leslie L. Dunier, radio-tv vp at Mogul, Lewin, Williams & Saylor, New York, is celebrating the birth of his first child, Robert Jay, March 27 . . . Edmund and **Shirley Schmidt McCool** of Seelig & Co., St. Louis agency, are parents of a new 7 lb., 14 oz. boy, Kevin Edmund . . .

Jack Hardesty, general manager and vp of Radio Broadcasting Bureau, New York, was married March 21 in Carmel, Cal., to **Patricia Thiebaud**, president of Patrician Films, Sacramento and Hollywood—and former national account executive at RAB. They will live in San Francisco, where Mr. Hardesty will be, as of May 15, taking over his new job as partner in Hamilton, Stubblefield, Twining & Associates, media broker . . .

Spitzner Simonds Shelly Stowman

THREE-WAY ANNIVERSARY—*Warner Shelly, president of N. W. Ayer & Son, who is marking his 37th year with his agency, cuts the cake to mark the 37th anniversary of WFIL in Philadelphia. Hal Simonds, account exec of the station, shared in the anniversary, since he has been with WFIL since it went on the air. The kibitzers are Clyde Spitzner, WFIL sales manager, and Kenneth W. Stowman, general sales manager of WFIL and WFIL-TV.*

Globehoppers: **Irwin A. Vladimir**, chairman of Gotham-Vladimir Advertising, New York, is back from a three months' trip abroad visiting clients, distributors and associate agencies in Japan, Hawaii, Mexico and Cuba . . . **Art Sudler**, president of Sudler & Hennessey, New York, is off on an extended business and pleasure junket to Europe. He won't be back until July . . . **Charles L. Rumrill**, president of the Rumrill Co., Rochester, N. Y., has embarked on a six-week stint as a volunteer member of the U.S. trade mission to Germany, attending the Industries Fair at Hannover . . .

Joey Kaye, on the ad sales staff of *The Courant*, Hartford morning daily, is billed as the featured pianist at a Plainville, Conn., cocktail lounge during evening hours . . .

Norman Heffron, program director of KOTA-TV, Rapid City, S.D., took home a Studebaker Lark from the National Assn. of Broadcasters convention in Chicago. He won it by playing a game of "electronic galloping dominoes" on TeleMation control units, the contest being sponsored by TelePrompTer Corp. . .

E. C. Jack Gehle, former AA staffer now in the ad and pr department of Metropolitan Life, New York, has a second child, second daughter, Anne Louise, born March 12 . . .

C. S. Pike II, since 1956 a member of the ad staff of the *Daily Times-News*, Burlington, N.C., has decided to try the other side of publishing. He's purchased *The Enterprise*, a weekly newspaper at Mebane, N.C., and has assumed the duties of editor and publisher . . .

Stuart Trott, copywriter at Benton & Bowles, and **Phyllis Gordon**, in the forwarding department of the agency, will be married this fall. It's a true agency romance, and as the groom-to-be says, "This is a fringe benefit they didn't tell me about when I was hired" . . .

Mrs. Gene Flack, wife of the ad director of Sunshine Biscuits, is a new member of the 100,000-Mile Club of United Airlines. She's one of only ten women in the U.S. to belong, but she has a long way to go to catch up with her peripatetic husband, who has flown 1,500,000 miles . . .

Al Paul Lefton, head of the New York and Philadelphia agency bearing his name, was reelected for the fifth year as president of the Philadelphia Convention & Visitors Bureau . . . **W. D. Dub Rogers**, president of Texas Telecasting, has been renamed president of the Lubbock, Tex., Chamber of Commerce—the first time a president has ever been renamed to a second term . . . **David E. Warmuth**, manager of the eastern and western Washington State editions of *TV Guide*, has been elected president of the Bothell, Wash., Junior Chamber of Commerce . . .

Willard A. Pleuthner, the brainstorming vp of BBDO, will be awarded an honorary Doctor of Laws degree by his alma mater, Union College, June 14 . . . **Lawrence H. Rogers**, president and general manager of WSAZ, Huntington-Charleston, W.Va., received a special award for "public interest television programming" at the annual ad awards meeting of the Huntington adclub . . .

In Los Angeles, anything on wheels moves faster on First

Los Angeles loves automobiles. It owns 82% more of them than New York, 62% more than Chicago – almost as many as both *combined*.

So you'd expect cars to move fast in Los Angeles. And they do – every kind, from fin-splendored '59s to imported cars.

Out of the spacious showrooms, off the ranch-size lots, onto the flowing freeways – but nowhere so fast as on First Street. Which is where we publish The Times.

Year-in, year-out, The Times is first in Autodom's first market. Last year, for example, in Display we carried 38% more total automotive linage and 29% more new passenger car linage – daily and Sunday – than the second-ranking metropolitan newspaper.

In fact, the Los Angeles Times ranked second in the nation in new passenger car linage.

It figures – especially when we remind you that The Times has far more upper-income families . . . far more families who own two or more cars.

If what you want to sell Los Angeles has wheels, it'll move faster on First.

First in the nation's No. 2 market

Los Angeles Times

Represented by Cresmer and Woodward, New York, Chicago, Detroit, Atlanta and San Francisco

When you measure management men, remember,

it's quality of mind that counts

Quality of mind makes all the difference.
It is the mark of men on the move.

It obliges FORTUNE's editors to write to their readers' capacity to comprehend serious and often complex business problems.

It assures FORTUNE's advertisers that their messages will be read by management men with the ability to understand, and the authority to act.

Why else would three out of four FORTUNE advertisers coupon their ads or request some specific reader response? These advertisers know that . . .

FORTUNE gets results.

it takes DYNAMIC SALESMANSHIP to sell boating

REACHING OVER 16,600 SELECTED MARINE DEALERS

BOAT & MOTOR DEALER is the "SALESMANSHIP" magazine— selling 16,600 marine dealers.

The "hottest" thing in print for marine dealers is BOAT & MOTOR DEALER'S *sales training program* that helps dealers *sell more* by showing them how to *sell better*. Write for reprints, you'll see why.

BOAT & MOTOR DEALER

Published by
Publishers Development Corporation
8150 North Central Park Ave.
Skokie, Illinois

Ads Represent Declining Share of Income: Myers

Cost of Ads in Economy Is Down by a Third from Peak Reached in '21

CHICAGO, April 7—Advertising expenditures as a percentage of national income have been tapering off since the 1921 peak of 4.5% and are at present equal to only about two thirds the 1920s level. The 1957 percentage of 2.9%—slightly less than the 1900 3.0%—might well be a relatively permanent percentage for the advertising industry. However, the per capita ad exposure is two-and-a-half times greater because of greater media efficiency.

This surprising analysis of advertising volume appears in the April *Journal of Marketing* in an article titled "Have We a Decline in Advertising Appropriations?" The author is Kenneth H. Myers, chairman of the production management department at Northwestern University's business school.

■ Between 1929 and 1957, the national per capita income rose from $677 to $1,725, a gain of 155%, whereas per capita ad spending in that period rose from $29 to $60, a gain of only 107%, Mr. Myers points out.

This has not, however, resulted in a decline in per capita ad exposure, Mr. Myers says, because improved media efficiency has increased per capita exposure. The $60 per capita expenditure in 1957, he notes, actually purchased two and a half times as much exposure as 1929's $29 did.

Mr. Myers' analysis covers the different economic periods between 1880 and the present and relates these conditions to the changing percentage of the national income that advertising represented.

■ The percentages for this period given by Mr. Myers is as follows:

Year	Ad Expenditure As % of National Income
1880	2.7%
1890	3.0
1920	4.3
1930	3.8
1940	2.6
1945	1.6
1950	2.4
1955	2.8
1956	2.9
1957	2.9

"During the last two decades there have been two conflicting trends affecting the relation of advertising expenditure to national income," Mr. Myers says in his conclusion.

"On the one hand, there are a number of factors which tend to make advertising more efficient and thereby reduce advertising expenditures: Increasing population, continued urbanization, consolidation of printed media, competition between new and old forms of mass media, advances in the art of media selection and utilization, trends toward product-line merchandising and improvements in media technology."

"These tendencies," Mr. Myers says, "result in 'built-in' recessionary pressures, largely independent of the performance of the general economy.

■ "On the other hand," he says, "there are the expansionary pressures arising from such factors as increased emphasis upon brand merchandising and self-service and the need for more aggressive promotional effort as disposable personal income rises.

"Since the 1920s," says Mr. Myers, "the recessionary tendencies have prevailed over the expansionary pressures" and this has resulted in the decline from the 1920s level of ad expenditures as a percentage of the national income. #

Philco Makes WRUL Buy

Philco International will sponsor the "Yolande Tornell Show" on WRUL for four weeks, beginning April 17. WRUL beams Spanish-language programs to Latin America via short wave. Philco will be using the variety show to promote its consumer products. The time is being bought direct.

Rietveld Joins Phoenix Agency

Gordon F. Rietveld, formerly with Klau-Van Pietersom-Dunlap, Milwaukee, has been named creative director of Jennings & Thompson, Phoenix.

kitchen cues and parlor patter

MEET THE Millers

MONDAY thru FRIDAY
1 to 1:30 pm on WBEN-TV

Western New York's hosts to over a million families

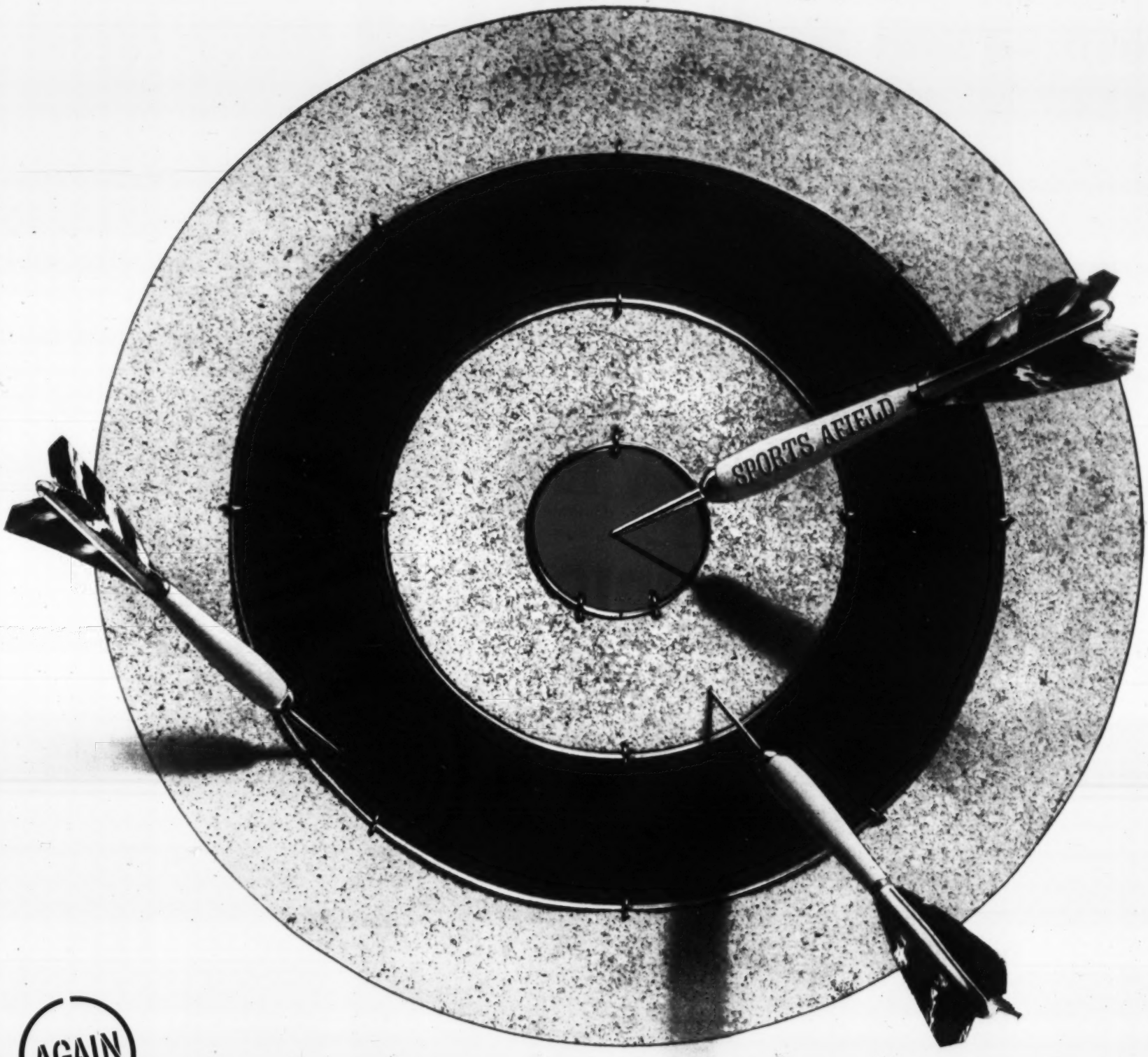
In the WBEN-TV coverage area, taking in well over a million television families, Bill and Mildred Miller are the authorities on better cooking, better serving, better entertaining and better living. Why? Because, since 1949 they have been doing this type of Mr. and Mrs. show better! Troupers, turned gentleman and woman turkey farmers, the Millers bring to their TV shows a warm professionalism, an inherent affability and the sophistication and background that their years of travel and experience have given them.

In this interesting atmosphere of entertainment and information they do a real selling job for their sponsors. And their sponsors read like a "who's who" of the package goods field.

We suggest you MEET THE MILLERS and showcase your product where more homemakers see it and create a desire to buy it.

HARRINGTON, RIGHTER & PARSONS, our national representatives, will be happy to arrange the introduction.

WBEN-TV 4
CBS IN BUFFALO
The Buffalo Evening News Station Ch.



AGAIN

WINNER

and still champion...

IN A FIELD OF THREE STRONG MAGAZINES . . . you've got to be on target consistently to be the champion! Our dart board clearly shows who's the champ in the sportsmen's field!

The ABC Publishers' Statements for the last six months of 1958 point to two significant facts: (1) Sports Afield delivered the biggest circulation in the sportsmen's field, and (2) Sports Afield delivered the lowest rate per page per thousand!

This is the second consecutive six-month period that SPORTS AFIELD has been the only sportsmen's magazine to average over 1,000,000 circulation.

These facts make your advertising plans easy — select Sports Afield, again winner – and still champion!

SPORTS AFIELD . . 1,049,383

Field & Stream 982,859

Outdoor Life 942,791

Above circulation figures from the ABC Publishers' Statements for the six-month period ending December 31, 1958.

SPORTS AFIELD • A HEARST KEY MAGAZINE • 959 EIGHTH AVE. • NEW YORK 19, N. Y.

Won't Try New Products? They're Not Wilful—Just Conformist: Hanan

(*Continued from Page 3*)

tions on how to advertise to the two groups.

■ "The main difference between tryers and non-tryers is that each identifies with a different 'reference group'," the study concludes. "Tryers are more influenced by 'expert opinion.' They are most suggestible to suggestion from authoritative leaders, whom they see as their equals.

"Non-tryers are more influenced by 'majority opinion'," the survey continues. "They are most suggestible to suggestion from imitative followers, whom they see as their equals."

Thus, both the trying and non-trying of products are conformist patterns of behavior, says the study. The tryers conform to the need to initiate change, while the non-tryers conform to the need to follow changes.

In the same manner, both tryers and non-tryers are considered opposite forms of anxiety-avoidance. The tryer's predisposition to accept a new product "stems from her inner need to be in disagreement with her equals," while the non-tryer's predisposition to resist a new product "stems from her inner need to be in agreement with her equals," the study reports.

■ And both trying and non-trying can be interpreted as defense mechanisms, the study goes on. "Trying is a defense against being influenced by potential equals, and non-trying a defense against being influenced " by 'potential leaders-astray'."

Members of the tryers group are characterized by a high need for dominance, achievement, exploration and change. In contrast, the non-tryers have high needs for compliance, constraint, conservation and repetition.

Discussing how to advertise to these significant personality dif-

THE DENVER POST — HOME EDITION

The Voice of the Rocky Mountain Empire

Denver, Colo.—Climate Capital of the World

Vol. 67, No. 229 — 5 Cents, 72 Pages

5 MILLION TOURISTS EXPECTED

State Roads Contracts at Record High

Contracts awarded by the Colorado Highway Department for the first eight months of the fiscal year totaled $54 million, setting a record for any similar period in the history of the department, Chief Engineer Mark U. Watrous announced Monday.

Between July 1, 1958, and Feb. 28, 1959, 108 construction projects were started covering 604 miles of road building and representing a total investment of $54,022,832, including right-of-way and engineering costs.

Watrous said five bid openings are scheduled for March, covering 22 miles of construction at an approximate cost of more than $2 million.

The department has completed or has on its drawing board plans for 112 more miles of road work which will cost about $16 million.

Payments to contractors for the first eight months of this fiscal year totaled $34,787,592.

Telephone Building Planned

By WILLARD HASELBUSH
Denver Post
Business News Editor

A $2 million office building for Mountain States Telephone & Telegraph Co. will rise this summer at 15th and Curtis Sts.

Officials of the telephone company Saturday said they are building the new structure in the lower downtown section as an expression of their confidence in Denver's long-range downtown urban renewal plans.

The building, on which construction will start about May 1, will be five stories high—but its foundations will be designed so five more stories can be added later.

The new construction announced by Claude M. Blair, Colorado vice president and general manager for Mountain States, raises the telephone firm's Denver expansion budget for 1959 to more than $6 million.

A 10-story addition to the main telephone building at 14th and Curtis Sts. now is being rushed toward fall completion. It will house the electronic equipment which will bring direct long distance dialing to the Denver metropolitan area late this year. The cost is $3.5 million.

$700,000 ADDITION SLATED

The phone company is spending another $700,000 on an addition to its accounting building at E. 18th Ave. and Pearl St. It will house Colorado-Wyoming accounting machines tied in with the direct long distance dialing.

The new downtown administrative office building will rise on the parking lot at 15th and Curtis Sts. which flanks the Gas & Electric Bldg.

The project is set for completion early in 1960.

Cement Firm Sets '58 Pace

Ideal Cement Co. shipments in 1958 gained more than twice as much as the industry as a whole over 1957 totals, the firm's annual report reveals.

President Cris Dobbins said in the report that Ideal shipped 14 pct. more barrels last year than in 1957. The industry as a whole shipped 302 million barrels last year, a 6½ pct. increase over 1957. That would indicate that Ideal's marketing areas fared better than the nation as a whole.

Last year Ideal manufactured 15 pct. more cement than in 1957 for a new record.

Ideal's capacity at the end of 1958 was 32 million barrels per year. It should reach nearly 34 million barrels this year with completion of new facilities at Albuquerque, N. M., and Ada, Okla.

$20 MILLION FOR EXPANSION

Ideal has spent $93,282,000 on the expansion program started in 1955. Details for the 1959 program have not yet been decided but $20 million has been set aside for that purpose.

A 7 pct. increase in construction in the U. S. is indicated for 1959, which could bring as much as a 10 pct. increase in cement shipments for the year, Dobbins said.

Building Mark Set in Denver

New construction inside the city limits of Denver hit a new high during 1958.

Final tabulations by the business research division of the Denver Chamber of Commerce disclosed Saturday the total in new building was $104,216,040—an increase of 24 pct. over 1957.

The division's report said the new construction resulted in a payroll of $57 million for the approximately 10,000 employed in the construction industry.

"The extensive capital investments in real property reflect the faith in the future of Denver by local and out-state businessmen and investors," the report said.

The greatest gain during 1958 percentagewise was in public buildings—$3.5 million for the new State Services Building across from the Capitol on Colfax, and $7 million for the new postal annex rising near Union Station.

Religious building construction rose 217 pct., the report said, and educational buildings 98 pct.

Commercial building was up 48 pct. for the year, the report said, industrial was up 22 pct. and office building 30 pct.

"The burgeoning suburbs outside the city and county of Denver and not included in these figures, account for most of the residential construction in the Denver area," the report said.

State Oil Outlook Promising

A major oil company executive predicts a rich future in Colorado's oil and gas production.

J. L. Seger, Carter Oil Co. vice president, told a meeting of the Denver Chamber of Commerce that continuous exploration and drilling activity is spreading the area of production in the state.

He told of oil development operations in the Paradox Basin of the Four Corners area of Colorado and Utah, emphasizing the Aneth oil field is developing into one of the nation's leading oil fields.

Denver Stores Expect Record March Sales

Denver area retail stores are looking forward to the biggest March sales in history because Easter falls this year on the earliest date in eight years—March 29.

Calvin Pond, executive secretary of the Denver Retail Merchants Assn. told The Denver Post that buyers for large area stores have reported stocking up heavily in anticipation of the heavy volume—and that invariably they reported seeing more buyers than ever before while shopping in the New York markets.

A strong finish to the Christmas selling season depleted retail inventories more than was anticipated, said Pond. As a result of this and the early Easter, local stores have "loaded their inventory."

Only one possibility can forestall a record, Pond believes. That's unusually bad weather.

"But you know Denver," he adds. "We have unusually good weather!"

Industry Set For New Boom

By HARRY WALKER
Denver Post Staff Writer

Colorado industry is well prepared for a spring-time business boom that is already under way.

The men who order the materials, supplies and equipment needed to keep the steel mills, building construction trades and other main goods-producing industries humming have stocked up their inventories and are ready for the rush of customers.

They are stocked up on confidence, too, and are ordering far-ther ahead in anticipation of long-range buyer optimism, a survey of key purchasing agents by The Denver Post reveals.

The Colorado Fuel & Iron Corp. Minnequa plant near Pueblo, already running between 90 and 95 pct. of capacity, will reach the 100 pct. volume this month with an expected output of 150,000 tons from the open hearth furnaces, said a Denver spokesman. The present working force totals 8,200, he said.

The Continental Can Co. plant in Denver reports high production activity, and officials attributed the heavy out-flow of metal containers to "just a healthy demand."

Warneke Paper Box Co. which supplies a high percentage of cartons for wholesale and retail distributors, reports mills supplying local box firms are now giving 7- to 8-day delivery, compared with as long as three weeks delay in filling orders last month. Demand for packing cartons is picking up rapidly, he said.

Suppliers and dealers in the construction trades are well stocked for spring and summer building needs in the Denver area, said Charles W. Rawalt, Denver member of the national lumber committee for the National Assn. of Purchasing Agents.

A highlight in The Post's survey was a forecast of a 7 pct. increase in intercity freight at Denver this year compared with last. The report was made by the Colorado Motor Carriers Assn., which revealed January was up 6½ pct. in truck shipments compared with December.

Perl-Mack Construction Co. Plans New 3,000-Home City

Perl Mack Construction Co., the Denver firm that ranked 19th in the nation for volume of homes built in 1958, Wednesday announced plans to build a new city of 3,000 homes involving more than $42 million on a 1,000-acre tract of land.

Potential population is around 11,000 persons.

The development, named the North Glen subdivision, will be about 20 blocks northwest of Thornton. It will be divided by the middle of the Valley Highway. Its boundaries will be from N. Washington St. on the east to Pecos St. on the west and from about 96th Ave. on the south to 112th Ave. on the north.

Prices will range from about $12,000 up to $25,000. Sites will range from 7,000 to 13,500 cilities, including three swimming pools.

The Denver Board of Education has approved a construction speedup in the remodeling of North High School; and thousands of Denverites will be affected

Centennial To Boost Visitors

The publicity impact of Colorado's "Rush to the Rockies" Centennial is expected to bring some 5 million visitors to the state—20 pct. more than last year.

They will spend an average of nine days sightseeing—one day more than in 1958—and will shell out $375-415 million—20 to 35 pct. more than last year.

These are the potentials envisioned by the University of Colorado Bureau of Business Research in an exhaustive study just completed.

Ten years ago Colorado entertained only two million visitors. By 1954, there were three million. And last year, there was an all-time high of 4,095,000, the analysts showed.

Even without a Centennial, Colorado should host some 6 million visitors by 1964, the bureau predicted, because of population growth, financial ability to increase travel for pleasure, and the increasing number of persons who get two or three weeks paid vacations.

In Colorado the average visitor in the past several years has been spending about eight days in the state. Because of the Centennial special events, the bureau believes the average will be nine days during 1959.

Likewise, the grand total of tourist expenditures could increase as much as $415 million, compared with $303,563,000 last year, said the analysis.

$2 Million New Plant At Climax

Climax Molybdenum Co. has installed a new $2 million plant at its huge mine at Climax, Colo., to recover minute amounts of tungsten and tin from its processed molybdenite ore as a natural resources conservation measure.

In times of national emergency, both tungsten and tin are vital in national defense, another major reason Climax byproducts recovery plant was built.

The new plant design, supervised by Snell Burk, mine and mill design engineer for Climax Molybdenum, is a true needle-in-the-haystack operation.

The Climax-developed process is selective enough to recover ... particles of tungsten min-

CENTERPIECE FOR DENVER'S CENTENNIAL

Architect's sketch shows the $180,000 Pioneer Village to be erected in Denver's Civic Center this spring as feature of Colorado Centennial. Denver and Rio Grande Western Railroad is donating the locomotives. Martin Co. plans to erect towering Titan test missile in foreground.

ferences in tryers and non-tryers, the Hanan study goes into greater detail:

Tryers

"High need for dominance means that tryers are oriented toward leading people, not joining them. Appeal to their desire to 'be the first.' If testimonials are used, they should be from recognized leaders. Tryers reject 'bandwagon appeals.' If everybody else is doing something, that's the best reason to do something else. Tryers prefer to do things alone, rather than with others. In illustrations, show tryers shopping alone.

"High need for achievement means that tryers are exhibitionistic about new products. Products are their symbols of achievement; finding them and trying them are their symbols of adventure. Products are seen as badges and belongings; they have a distinct 'acquisition effect' for the tryer. Therefore tryers respond to evidences of conspicuous consumption.

▪ "High need for exploration means that tryers have a need to know and understand their environment as the major means to control it. They want to know what makes a new product tick. They want to know the dimensions of the 'margin of adequacy' it promises—not only 'what it will do for me,' but 'how it will do it.' They respond to a sense of adventure and excitement with a high metabolic, almost masculine, aggressiveness. Illustrations should not show clinging-vine types of women.

"High need for change means that tryers look for promises of the new and different. They are always searching for 'the right product,' one that will take them away from the routine and humdrum. They are attracted to the exotic but repelled by pleas for brand loyalty. They are loyal only to change."

Non-tryers

"High need for compliance means that non-tryers have a 'consensus personality.' They need to be inclusive rather than exclusive. They respond to appeals that show more people are using this or that brand, or that the brand is 'No. 1.' If testimonials are used, they should be from recognized equals. In illustrations, show non-tryers shopping with others and being approved by them.

"High need for constraint means that non-tryers are guided more by inhibition than exhibition. Believing in non-conspicuous consumption, non-tryers seek products whose advertising promises them 'performance without pretension.' In illustrations, as in life, they prefer to remain in the background.

"High need for conservation means that non-tryers achieve environmental control by employing the accepted products of others, rather than deploying to find their own. They introvert traditions rather than controvert them. Their sense of status lies in maintaining the status quo. Urge them to 'live a little better,' but not to live dangerously. They respond better to the low-key, reassuring tone. Their apex of venturesomeness is 'improvement,' not complete revision.

"High need for repetition means that non-tryers are sameness-oriented, rather than variety-oriented. They look for products whose advertising claims they are 'tested' and 'approved.' Repeated copy and illustrative motifs help convey a sense of familiarity." #

New Toro Whirlwind Mower Lengthens Selling Season

Toro Mfg. Co., Minneapolis, manufacturer of power mowers, will start its consumer campaign a month earlier because of a product innovation. The new Toro mower features whirlwind rotaries and "wind tunnel" mowing which gives the machine three-season utility, the company reports. It cleans up the yard in the spring, cuts grass in summer, and bags or mulches leaves in the fall.

The schedule for the new Whirlwind starts in April and will run in *Life*, *MacLean's*, *Newsweek*, *Sunset*, *The Saturday Evening Post*, *Time* and *Time-Canada*. Batten, Barton, Durstine & Osborn, Minneapolis, is the agency.

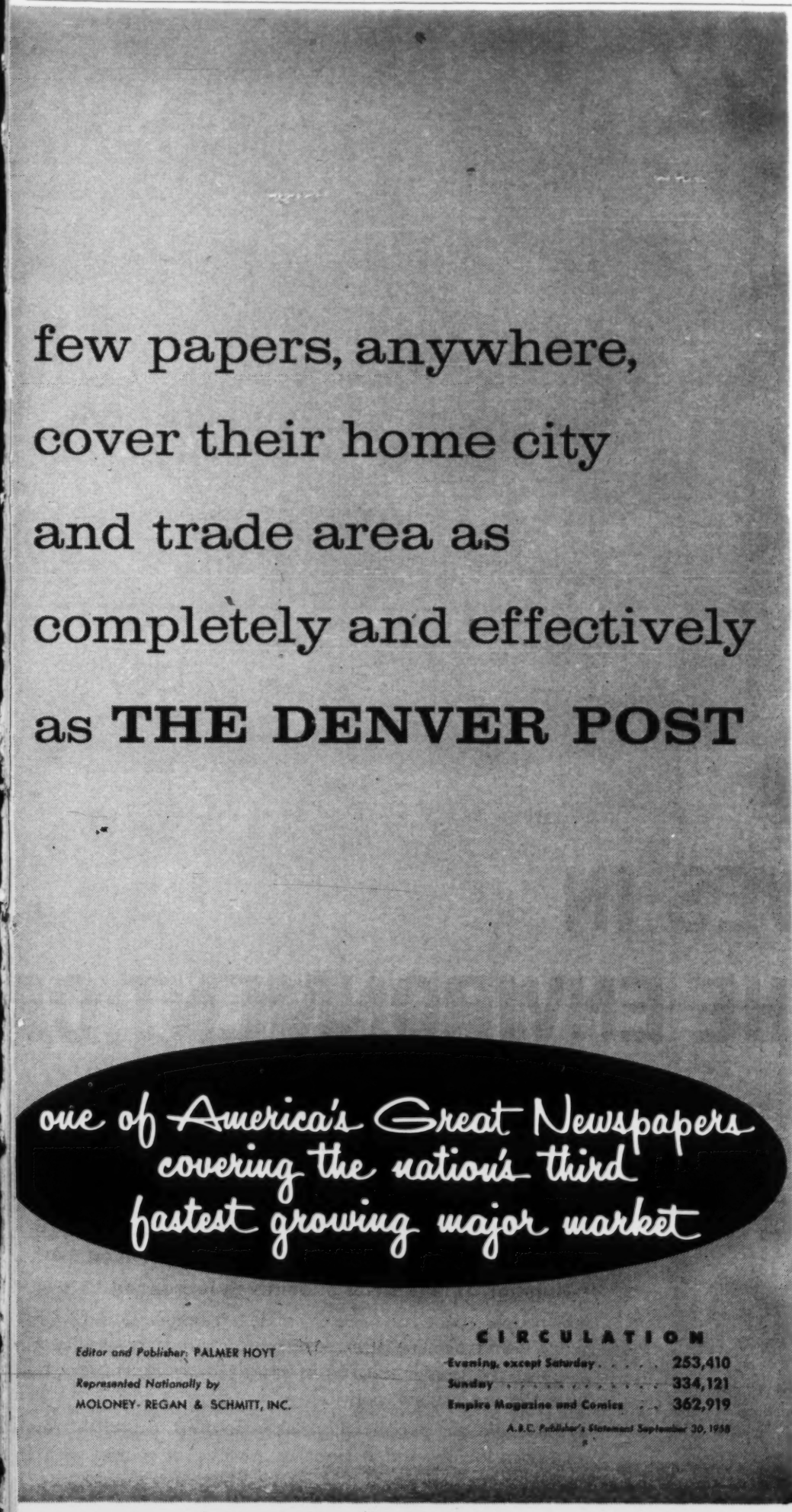
Coffee Bureau Plans Drive

Pan-American Coffee Bureau, New York, will launch a radio program for iced coffee throughout June and July. Messages will be broadcast 50 times a week in 160 markets, and trade ads in coffee and grocery publications, as well as extensive point of sale promotion, will be used. Fuller & Smith & Ross, New York, is the agency.

Loew's Promotes Tolchin

Arthur M. Tolchin has been named vp of Loew's Theatres and will have charge of WMGM, New York radio station, the theater company's broadcasting subsidiary. Mr. Tolchin will continue as vp of WMGM and as a member of the board of WMGM Broadcasting Corp.

WESTERN HORSEMAN
149 Advertising Agencies Placed 167 National Accounts in Last 16 Issues of THE WESTERN HORSEMAN
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO


few papers, anywhere,
cover their home city
and trade area as
completely and effectively
as THE DENVER POST
one of America's Great Newspapers
covering the nation's third
fastest growing major market
Editor and Publisher: PALMER HOYT
Represented Nationally by
MOLONEY- REGAN & SCHMITT, INC.
CIRCULATION
Evening, except Saturday 253,410
Sunday 334,121
Empire Magazine and Comics . . 362,919
A.B.C. Publisher's Statement September 30, 1958

ADVERTISEMENT

Glenda the beautiful secretary

"Can't talk now. The boss has a brainstorming session at three—and I have to collect his thoughts."

A good secretary anticipates the boss' needs. She'll refurnish the office mentally with new typewriters, new dictating machines, new office furniture—and months later, she'll make *him* see the need, too. Selling office products? Then *pre-sell* the 140,000 secretarial career women who subscribe to . . .

TODAY'S SECRETARY *magazine*
330 West 42nd Street, New York 36 • LO 4-3000

WHO LIVES IN THE ENVIRONMENT OF

The U. S. population has been soaring ever since 1940. T
date, it has seen an increase of 33%.

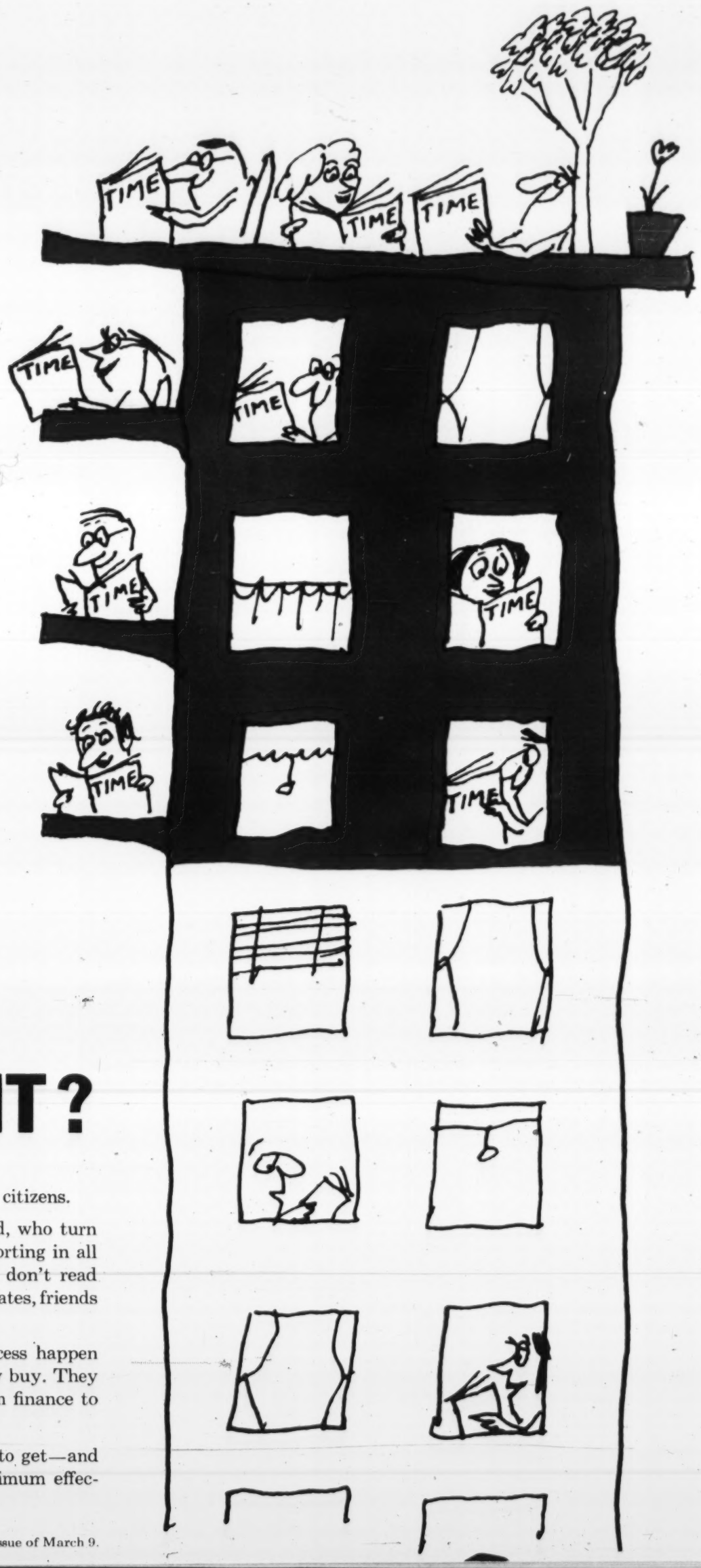
But within that population there have been even greate
growths in the last 18 years. Just check these percentages:

- **Managers, officials and proprietors increased 86%**
- **Professional and technical groups increased 94%**
- **Number of industrial executives increased 133%**

The people at the top—8 or 10 million of them all told—live i
today's environment of achievement, where they are changin
every area of importance in America today: the colleges, bus
ness, the professions, politics.

These are the people who make decisions, establish trend
set styles locally and nationally. Always, of course, with th

**The boom at the upper level, number 3:
a message to business.**



ACHIEVEMENT?

onsent (and even the admiration) of their fellow citizens.

These are the people who *must* be well informed, who turn o the pages of TIME for swift, clear, accurate reporting in all heir areas of interest. (Of course, some of them don't read IME, but they're surrounded by TIME-reading associates, friends nd families.)

And these are the people who are making success happen very day, to themselves and to the products they buy. They ıake it happen to *everything*, to every field—from finance to ashion, from photography to pharmaceuticals.

These are the families advertisers *must* talk to, to get—and tay—successful. They can be reached with maximum effec-iveness only in their favorite magazine, TIME*.

*which achieved an all-time circulation high of 2,413,000 with its issue of March 9.

KLZ of Denver... Salutes...
A Radio-Active Business Executive

ROY D. BAKER, White King's Intermountain Division Sales Manager headquartering in Denver. Starting as a territory salesman with WHITE KING in Amarillo, Texas, 9 years ago, Mr. Baker quickly rose to his present position with 10 states in his division.

Roy Baker says "response to KLZ Radio's "PAT GAY" women's personality show is *tremendous.* Pat is *really selling* White King's Bleach Tabs."

Roy Baker
White King—Denver

KLZ radio
560 KC

CBS for the Rocky Mountain Area ★ Call KATZ or Lee Fondren, Denver

Bloom Promotes Two, Adds Snider to Staff

Bloom Advertising Agency, Dallas, has promoted Lionel D. Berry, account executive, to vp, and has named copywriter Lois Slyder chief of the copy department.

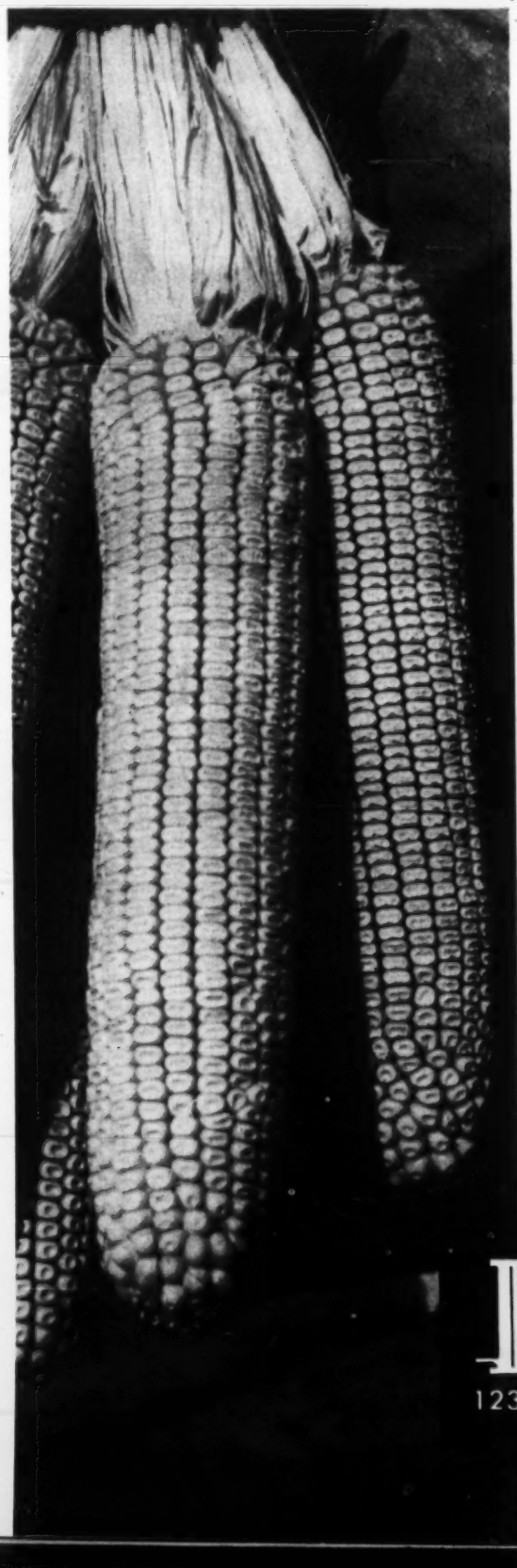
The agency also appointed William Stephen Snider an account executive. He formerly was an account executive at McCann-Erickson, New York.

Frances, Morris Adds Account

Frances, Morris & Evans, New York, has been appointed to handle advertising for DeLuxe Girdlecraft Co., New York. The company formerly placed direct. Frances, Morris also has named Marlene Holden, formerly with Joseph Katz Co., to its media department.

Lehtis to Lambert & Feasley

Allan Lehtis, formerly with Mogul, Lewin, Williams & Saylor, has joined the art department of Lambert & Feasley, New York.



HYBRID SEED CORN COMPANIES KNOW HOW TO REACH FARMERS... AND PRAIRIE FARMER IS 1ST WITH THEM

Hybrid seed corn companies work hand in glove with the farm market—even their dealers are farmers. This close contact with their customers makes these companies unusually sensitive to advertising results.

What are they doing?

To sell Illinois and Indiana farmers, hybrid seed corn companies are using *more* lineage in Prairie Farmer than in any other farm publication by a wide margin.

The reason?

Prairie Farmer is 1ST choice of Illinois and Indiana farmers by 5 to 1 . . . 1ST choice of dealers by 7 to 1.

And in rural Indiana and Illinois, *Prairie Farmer is your 1ST choice, too.*

PRAIRIE FARMER®
1230 West Washington Blvd., Chicago 7, Illinois

Member of
MIDWEST FARM PAPER UNIT
35 E. Wacker Drive, Chicago 3
CEntral 6-3407
250 Park Avenue, New York 17
YUkon 6-6254

WEST COAST REPRESENTATIVE
Townsend, Millsap & Co.
110 Sutter St., San Francisco 4
159 S. Vermont, Los Angeles 4

Win $10,000 in buried treasure!

...plus a 2-week all-expense Caribbean Cruise for two!
...plus $500 spending money
...526 other wonderful prizes you can win!
Libby's Treasure Aisle Contest!
Libby's TREASURE AISLE
OF FROZEN FOODS

FROZEN ASSETS—*Libby, McNeill & Libby, Chicago, is promoting its "Treasure Aisle" slogan contest for its frozen foods with this b&w ad to run in newspapers in 105 markets beginning April 13. Batten, Barton, Durstine & Osborn is the agency.*

Libby Drive to Push Consumer Cruise Contest

CHICAGO, April 7—Libby, McNeill & Libby will break advertising next Monday for its frozen foods consumer contest which features a Caribbean cruise and $10,000 as first prize.

Large-space b&w ads will run in newspapers in 105 markets April 13, May 18 and June 1. A color page promoting the contest will run in *Life* April 27.

Contestants in the "Treasure Aisle" contest must submit a slogan for Libby's frozen foods, plus two labels or can tops from Libby frozen food products.

A companion retailer contest, for stores featuring the best Libby's displays in the contest, is currently being promoted in April issues of *Frozen Food Age, Progressive Grocer* and *Quick Frozen Foods.* The winning retailer will receive a two-week Caribbean cruise.

In addition, retailers are being given promotional and display allowances on 30 Libby frozen food items during the contest.

Batten, Barton, Durstine & Osborn is the agency. ≠

Potts-Woodbury Farm Clinic Set for April 27-28 in K.C.

The third annual Potts-Woodbury radio-tv farm clinic will be held April 27-28 at the Bellerive Hotel, Kansas City. Purpose of the clinic is to acquaint radio-tv personnel with the farm market.

Breskin Rejoins Breskin

Theodore B. Breskin, formerly with *Media/Scope* and *Tide*, has rejoined Breskin Publications, New York, as a salesman. Breskin publishes *Modern Plastics* and *Modern Packaging.* Mr. Breskin is the son of Charles Breskin, board chairman.

MAKE 'EM LAUGH!
Friendly prospects buy quicker. Make yours laugh with the "Let's Have Better Mottoes" monthly mailings. Unusual—effective—economical—exclusive. Write for details on your business letterhead.
FREDERICK E. GYMER
2121 E. 9th St., Cleveland 15, O.

...and, night after night, the Herald-Express tops the sales of every other evening paper in the West! Keep it under your hat—but it's tops for smart advertisers, too!

Largest evening circulation in the West's biggest and best market!
Represented nationally by Moloney, Regan & Schmitt, Inc.

LOS ANGELES HERALD-EXPRESS

Squeegee's Mail proves the
Community Coverage of
KWTV
OKLAHOMA CITY
Squeegee, star of the BIG 9 Circus, received mail from more than 100 towns in the KWTV Community, over an 8-month period . . . representing requests to appear on his show, and resulted in more than 10,000 youngsters coming to the studios of KWTV. Proof of KWTV's Community Coverage!
BUY the TOWER with SALESpower in Oklahoma!
CBS
See your PETRYman

Meltzer Adds Iodent, Promotes Walker, Olson

Iodent Chemical Co., Detroit, has appointed Richard N. Meltzer Advertising to handle its advertising. The agency's Detroit office will handle the client contact, while the San Francisco office will handle creative work. Grant Advertising, Detroit, formerly handled the account.

Meltzer, meanwhile, has promoted two of its personnel. Joyce H. Walker, San Francisco, has been named administrative coordinator of the agency's four offices and Wayne D. Olson, San Francisco, has been named agency comptroller.

Radow & Alpers Incorporates

Radow & Alpers Advertising Agency, Columbus, O., has incorporated. Officers include Charles C. Radow, president, and Andrew J. Alpers, vp. The agency, now in its seventh year, said it increased its billings 30% in 1958.

UHF Would Cut Service, VHF Group Warns FCC

WASHINGTON, April 7—More than 25% of the total land area of the U.S. would be deprived of satisfactory tv service if the nation switches to an all-uhf tv system, the Assn. of Maximum Service Telecasters Inc. warned last week.

The group, composed of station owners interested in protecting the 12 existing vhf channels, told the Federal Communications Commission that recent technical studies by TASO (Television Allocations Study Organization) may even understate the loss of service which would occur if uhf assignments were substituted for the stations currently operating on the 12 vhf channels.

■ The estimate was offered as part of a broad investigation currently under way at FCC to determine how the full range of vhf frequencies should be divided among tv and other users of radio space. The AMST wants to keep the 12 existing channels and to obtain additional vhf frequencies for more vhf channels so that a competitive tv service can operate entirely in the vhf band.

Summarizing the public's concern for protecting existing tv service, Lester W. Lindow, executive director of the group, said the public has invested over $25 billion in 50,000,000 receiving sets. Because of the broad coverage of vhf stations, he reported that 99% of American homes are within a tv service area and that approximately nine out of ten have service from at least three stations providing different network services.

■ He said broadcasters have invested over $600,000,000 and that stations are providing more than 7,900 hours of service every day, or some 3,000,000 hours per year. He noted that tv's advertising revenues increased 6.8% in 1958, at a time when total advertising expenditures decreased 1.1%.#

Hotpoint Launches $500,000 Drive for 'Dream Kitchens'

Hotpoint Co., Chicago, has launched a $500,000 "dream kitchens" promotion, kicking off with a four-color spread in the April 5 *Life*. The ad will be repeated in the May *American Home* and the May 16 *Saturday Evening Post*. Theme of the promotion is the all-electric kitchen.

The campaign will be backed with product advertising in national media. Refrigerator advertising will run in *American Home, Better Homes & Gardens, Good Housekeeping, Life, The Saturday Evening Post* and *Successful Farming*. Ads for the Hotpoint washer will run in *Better Homes & Gardens, Good Housekeeping, Parents' Magazine*, and *Sunset Magazine*. Dishwashers will be advertised in *American Home, Better Homes & Gardens, House Beautiful, House & Garden* and *Sunset Magazine*. Free standing and built-in ranges will be featured in *American Home, Better Homes & Gardens, Good Housekeeping, House Beautiful, House & Garden, Life, The Saturday Evening Post* and *Sunset Magazine*. The agency is Compton Advertising, Chicago.

Kircher, Helton Names VPs

Thomas G. Moon, production manager, and Laurence E. Brinkman, senior art director, have been named vps of Kircher, Helton & Collett, Dayton. The agency has named Charles Roberts Associates, New York, its market research consultant.

ORLON
REG. U. S. PAT. OFF.
and
DACRON
REG. U. S. PAT. OFF.
are trademarks, too!

As his peaked, feathered cap identifies Robin Hood, our trademarks identify the unique qualities and characteristics of two of our modern-living fibers. "Orlon"* distinguishes our acrylic fiber; "Dacron"*, our polyester fiber. As we use and protect these trademarks, they become more meaningful and valuable both to consumers and to the trade.

For handy folders on proper use of the trademarks "Orlon" and "Dacron", write Product Information, Textile Fibers Dept., Section A.A., E. I. du Pont de Nemours & Co.(Inc.), Wilmington 98, Delaware.

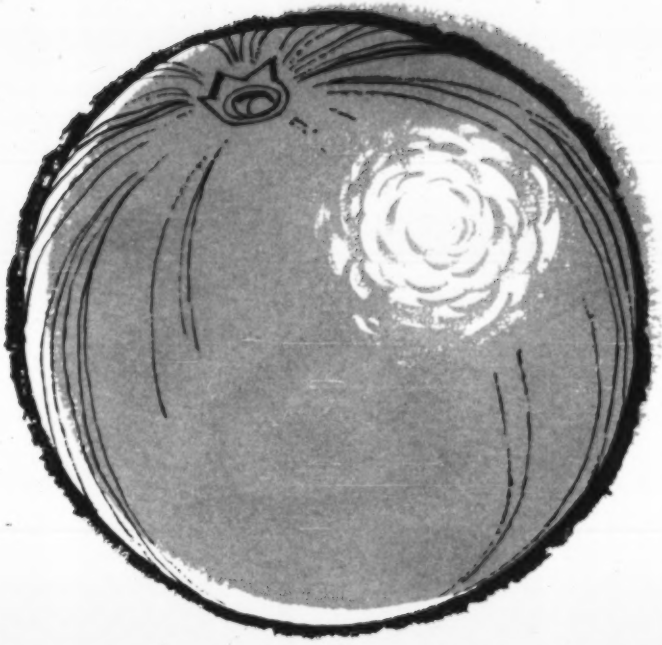
TEXTILE FIBERS DEPARTMENT

DU PONT
REG. U. S. PAT. OFF.

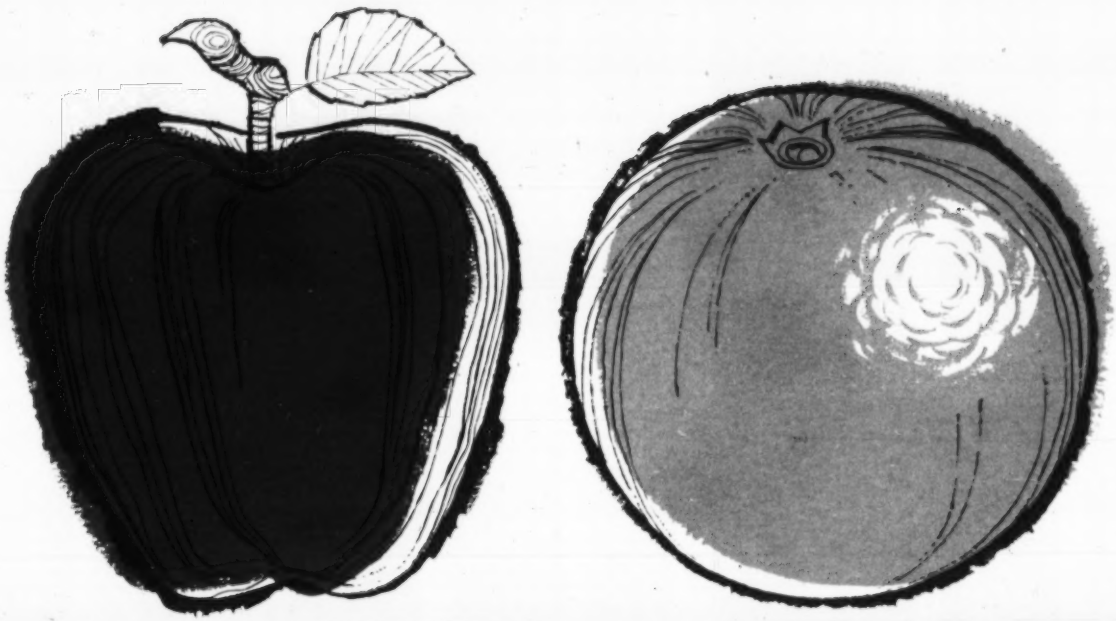
BETTER THINGS FOR BETTER LIVING . . . *THROUGH CHEMISTRY*

*When using these trademarks, always remember to: Distinguish "Orlon" and "Dacron"—Capitalize, use quotes or italics, or otherwise distinguish by color, lettering, art work, etc. Describe them—Use the phrase "Orlon" acrylic fiber (or "Dacron" polyester fiber) at least once in any text. Designate them—In a footnote or otherwise designate "Orlon" as Du Pont's registered trademark for its acrylic fiber and "Dacron" as Du Pont's registered trademark for its polyester fiber.

This is an apple

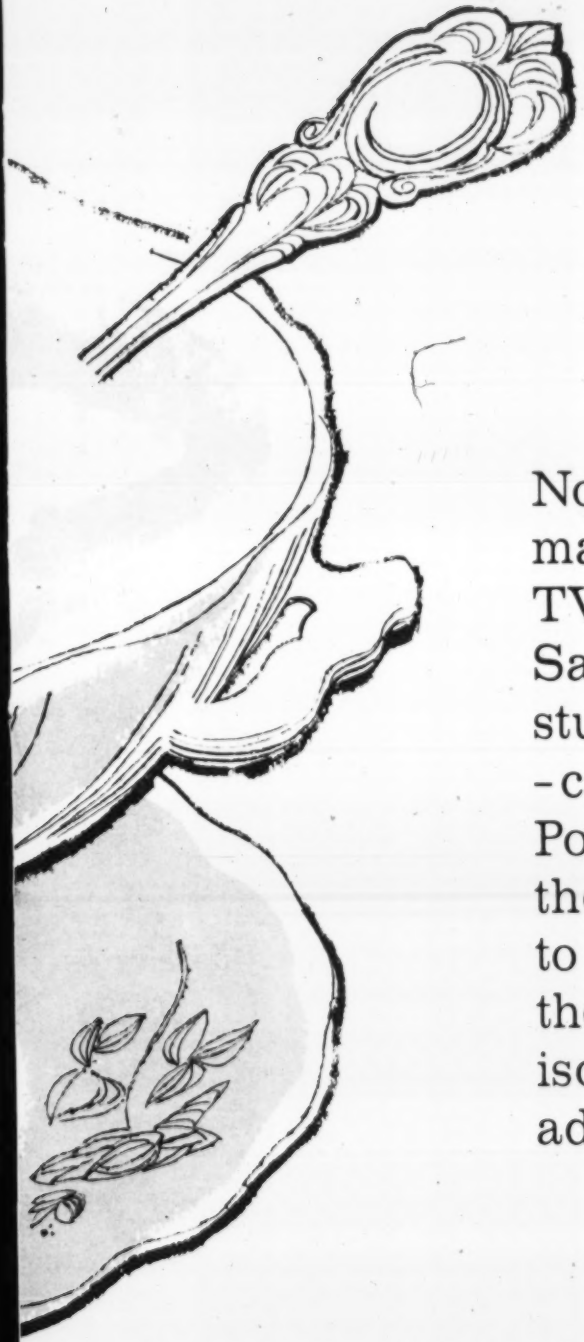


This is an orange...



They are different and cannot be compared. (Some people say the same thing about TV commercials and magazine ad pages.)

Applesauce!



Now you <u>can</u> compare magazine ad pages with TV commercials! The new Saturday Evening Post study of Ad Page Exposure -conducted by Alfred Politz-actually measures the number of exposures to your ad page, gives you the first valid cost comparison of magazine and TV advertising exposures!

One juicy comparison (for instance)

Cost per thousand exposures to a black and white ad page in the The Saturday Evening POST : 90c*

Cost per thousand exposures (viewers) per minute commercial on the average nighttime network TV program: $1.96**

Sticky corrolaries:

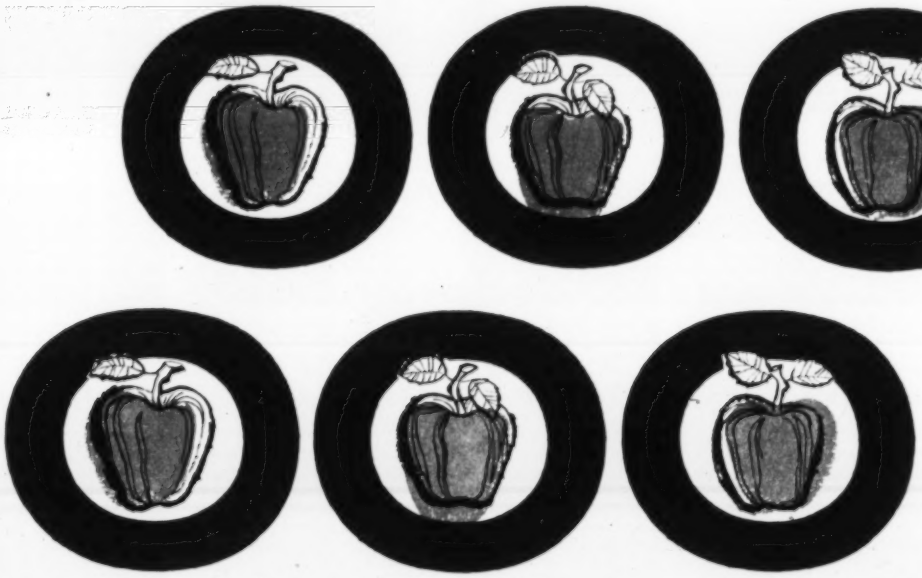
What happens to your cost per thousand if your "top banana" slips? What if the viewer you buy goes out of the room for a kumquat during your commercial?

*Based on the onetime cost of a full page, black and white, and exposures to readers 15 years of age and older.

**Based on average net cost and homes reached for all nighttime network programs of $3.54 per thousand homes and an estimate of 1.8 viewers per set 16 years of age and older.

sure as the good Lord
made little green apples
this much is a fact*:

29,000,000



...yes, 29 million times
each issue someone turns
to your ad page in the The Saturday Evening POST

*It's a fact--and documented by age, by sex, by income, by education, by city-size, by geographic location, by all the health-giving information that allows you to plan for the most succulent return on your ad dollar.

Ad Page Exposure

goes smack to the core of your advertising effectiveness!
See it! Study it! It will do things for your advertising campaigns!

A CURTIS MAGAZINE

Ad Page Exposure
...pioneered by

The Saturday Evening
POST
Sell the POST-INFLUENTIALS
–they tell the others!

29 million times each issue, someone turns to your page in the Post. That's Ad Page Exposure!

Sherwin Cody, Whose Ads Became Classics, Dies at 90

NEW YORK, April 7—Sherwin Cody, 90, author of books on how to speak and write better English, and an important national advertiser for more than 40 years, died April 4 at the Wood Nursing Home, in Brooklyn. Mr. Cody had been active in business until two years ago, when he suffered a stroke.

The Sherwin Cody Course in English still operates at 154 Main St., Port Washington, N.Y. Its advertising agency is Schwab & Beatty, which has handled the account since 1928, when it became the successor agency to Sackheim & Scherman. This agency, in turn, had taken the account in 1920 from Ruthrauff & Ryan, the original agency.

■ The first major ad for the Cody course was a page in magazines and newspaper supplements in 1918, headed, "Do you make these mistakes in English?" It became something of an advertising classic. It was written by Max Sackheim, who, at the time, was copy chief at Ruthrauff & Ryan and now is chairman of Maxwell Sackheim & Co.

Do You Make These Mistakes in English?

Sherwin Cody's remarkable invention has enabled more than 100,000 people to correct their mistakes in English. Only 15 minutes a day required to improve your speech and writing.

M

Subsequent ads, in a similar vein, were written by Harry Scherman, Robert Beatty, V. O. Schwab and others. When Messrs. Sackheim and Scherman left R&R in 1920 to set up their own agency, the account went with them.

In 1928, Max Sackheim went to Cleveland to become advertising manager of the Brown Fence & Wire Co., and Harry Scherman became president of Book-of-the-Month Club. V. O. Schwab and Robert W. Beatty took over the Cody account and started their own agency.

While the copy for the Cody ads was written by agency men, Sherwin Cody edited every word and, on occasion, made substantial changes.

Currently Sherwin Cody advertising is largely in supplements. Robert Beatty told ADVERTISING AGE that during the past 40 years Cody ran several hundred ads at a cost of about $5,000,000.

■ But changing times, Mr. Beatty said, have necessitated changes in the advertising. When the copy was started, it was aimed at rural areas and the incoming tide of immigrants. Now the ads are scheduled to coincide with the opening of school and college terms.

As recently as April 14 last year, the "Creative Man's Corner" in ADVERTISING AGE commented on a modern Cody ad, titled, "Maybe youse don't talk like this, but . . ." After wondering why Mr. Cody added the "e" to "yous," and why he could be "so confident that Shakespeare never studied rules," the Creative Man concluded that the person who actually says "yuce" (or "yous") would be "too insulted to read the ad" (AA, April 14, '58).

This brought forth a couple of letters to the editor. George R. Kemp, president of the Sherwin Cody Course in English, wrote that the ad had "more immediate pull for inquiries and sales than the old reliable 'Do you make these mistakes in English?' ad. But it doesn't have the staying power." Al Cody, president of Cody Publications, Kissimmee, Fla., a cousin of Sherwin Cody, wrote that "the people who say 'can't hardly' and 'youse' are not insulted by this advertising, as it has been a pretty durable line of copy for a good many years." Incidentally, Al Cody pointed out that Sherwin Cody's father was a first cousin of Col. William F. (Buffalo Bill) Cody (AA, May 5, '58).

■ Sherwin Cody was graduated from Amherst College in 1889. He was elected to Phi Beta Kappa and was a member of Phi Delta Theta. His first book, "The Art of Short Story Writing," appeared in 1894 and another, "How to Write Fiction," appeared the following year. In all, he wrote 35 books, including a novel, "In the Heart of the Hills." He also wrote several treatises on Edgar Allan Poe and Mark Twain.

His surviving son, Morrill Cody, is consul in charge of cultural affairs on the staff of the U.S. embassy in Paris.

LOUIS SWENDSEN

DETROIT, April 7—Louis Swendsen, 69, advertising director of *Polish Daily News*, died March 30, apparently of a heart attack he suffered while shopping in a downtown store. He had been on the staff of the *Daily News* since 1938.

SAMUEL M. SHEARMAN

SEA ISLE CITY, N.J., April 7—Samuel M. Shearman, 49, advertising salesman for Garden State Publishing Co., died yesterday of a cerebral hemorrhage, while on a business trip in South Jersey.

Born in New Jersey, Mr. Shearman was graduated with a B.S. in agriculture from Rutgers University in 1931. After several years' association with the New Jersey Breeders Assn. and the American Guernsey Cattle Club, Mr. Shearman ten years ago joined Capper Publications in New York as an advertising salesman. Last January he moved to Garden State.

Ready to use art work at your fingertips. Save time and money with the original classified monthly art service.

SEND $1 for a SAMPLE ISSUE

ART MART SERVICE
P. O. Box 2121
Dallas 1, Texas

There's no plate like home

In selling, the same way. Take building product sales. The architect recommends you—or maybe it's the engineer—you're on first. The contractor keeps you in his bid—you make it easy. You're on second, or maybe third, if he's a strong hitter. Then who gets you home? The client. Either he drives you home, or you die on third. No sale.

Moral: You need all four: architect, engineer, contractor, client.

But let's look at the clean-up man—the client.

All buildings *start* with the client. Since he, in essence, is "buying" a building which his company or organization needs, he is directly involved in its financing, design, construction—or expansion and modernization.

As the building market continues to grow, so, too, will the number of building clients grow. And Architectural FORUM is the *only* magazine that has clients. In fact, FORUM is the *only* magazine whose growth keeps pace with the building industry itself.

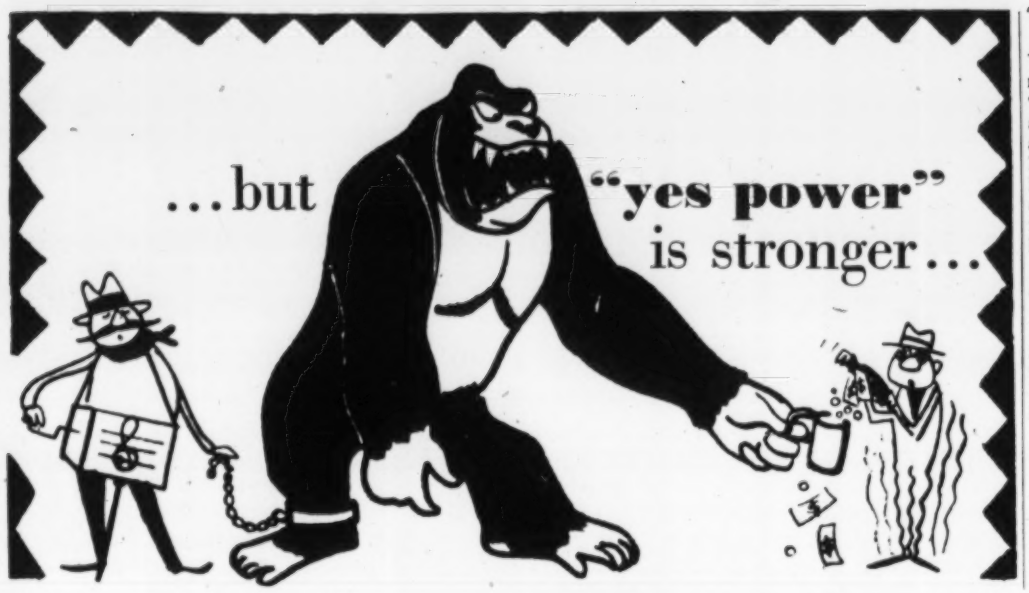
With the biggest circulation in the field—60,000—FORUM *alone* is edited for and read by the kind of building customers you must reach and influence. Just how important are they in building decisions? Here's one indication:

Of FORUM's 21,000 *client* subscribers, 89% are concerned with building matters within their companies, and 40% of these companies will spend $500,000 or more on new building and major remodeling within the next two years.*

*Source: The new FORUM Census, "Portrait of the Building Client." Write for a copy. Architectural FORUM, 9 Rockefeller Plaza, New York 20, New York.

Only FORUM can load the bases because . . .

FORUM DELIVERS THE ENTIRE SPECIFYING AND BUYING POWER OF THE BUILDING MARKET



'Excellence' Campaign Posed

The Advertising Council, New York, is "seriously considering" a nationwide campaign to promote "the pursuit of excellence." The aim of the campaign would be to accelerate public appreciation of learning, both in scientific and liberal arts fields, and also the appreciation of "excellence of performance in all facets of American life."

Reitman Joins Typhoon

Norman Reitman, formerly with L. & P. Electric Co., New York, has joined Typhoon Air Conditioning Co., a division of Hupp Corp., Brooklyn, as advertising and sales promotion manager.

IARI Names Ryan

Michael P. Ryan, director of advertising, Allied Chemical Corp., New York, has been named chairman of the technical advisory council, Industrial Advertising Research Institute, Princeton, N.J.

NEW Sun CLEANS ANYTHING WASHABLE
ALL AROUND THE HOUSE
FOR BRIGHTER FAMILY WASHES
DISHES • WALLS • FLOORS
WOODWORK AND APPLIANCES
use Sun the All-Purpose Detergent

WHITE KING—*This pole stacker fits over the top of a White King Sun can and carries a variety of sheets like that above—all interchangeable for a variety of promotions.*

In Philadelphia nearly everybody reads The Bulletin

The Evening and Sunday Bulletin, Philadelphia

ADVERTISING OFFICES: Philadelphia • New York • Chicago
REPRESENTATIVES: *Sawyer Ferguson Walker Company* in Detroit • Atlanta • Los Angeles • San Francisco
FLORIDA RESORTS: *The Leonard Company* • Miami Beach

Kimberly-Clark Has Top 'Image' in Paper Field, Study Finds

WASHINGTON, April 7—Kimberly-Clark Corp. has, by a rather narrow margin, the best "corporate image" among paper manufacturers, according to a survey of readers by *Nation's Business*.

The magazine asked 160 of its subscribers two questions designed to give an insight into how business men feel about 16 paper companies:

- "If you were approached by a young man seeking employment in the paper manufacturing industry, which one of these companies would you recommend he consider?"
- "If you were to make a personal investment of $5,000 in paper securities, which three of the above firms would you consider?"

■ In answer to the first question, 25% of the respondents named Kimberly-Clark, 23.8% Scott Paper Co., 21.3% Crown Zellerbach Corp.

On the second question, Kimberly-Clark tied for top honors with Scott—both companies were mentioned by 47% of the participants. Crown Zellerbach again was third among the 16 companies, with 33.8%.

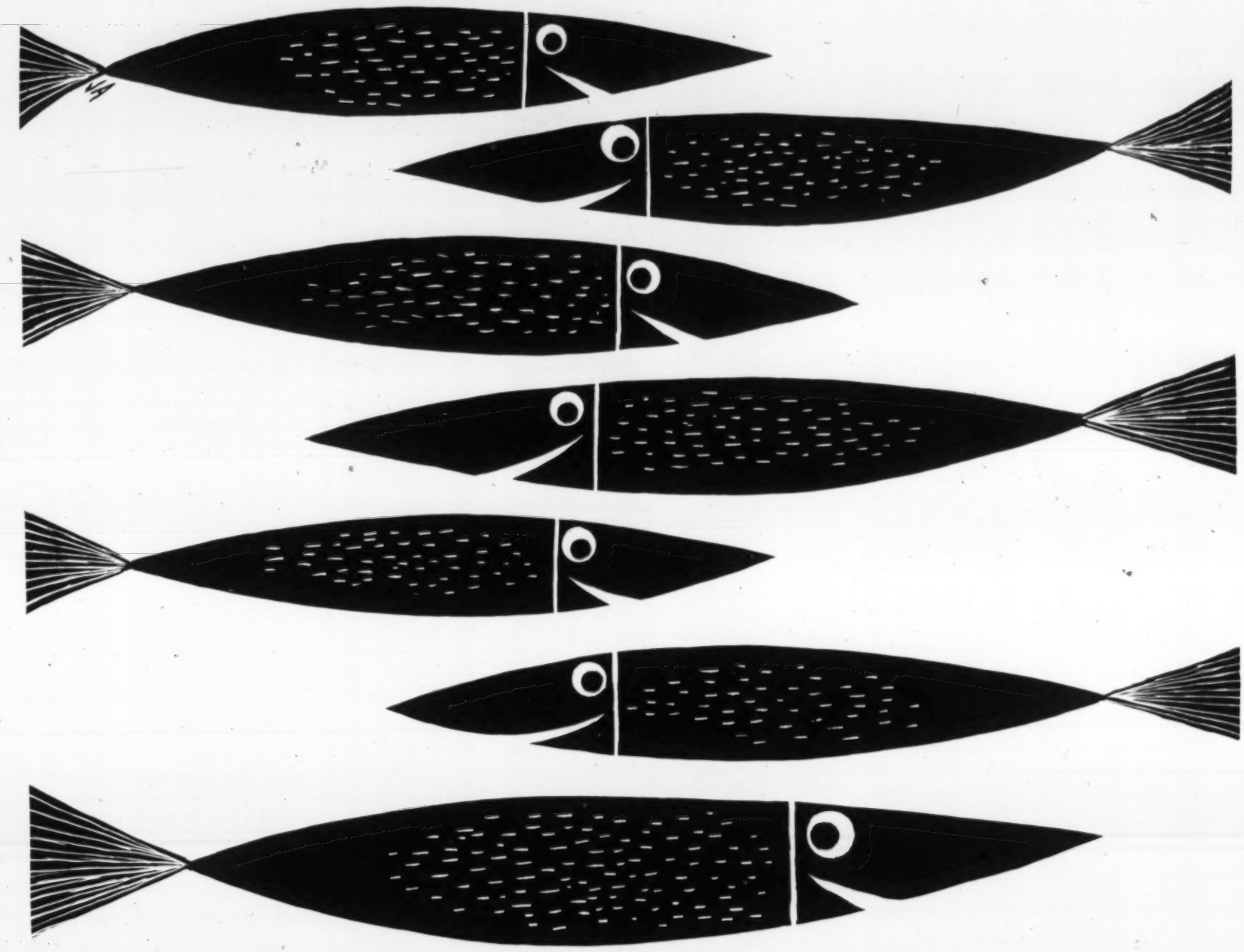
Among the comments received, *Nation's Business* said, were many which said they recommended a certain company because of its advertising or public relations programs. #

Ritter, Sanford Adds Two

White Shield Co., national distributor of White Shield drugs and vitamins, has appointed Ritter, Sanford, Price & Chalek, New York, to handle its advertising. The company was formerly a direct advertiser. The initial campaign calls for co-op advertising in newspapers. The company eventually expects to be using magazines. Orlando Steamship Line, New York, has appointed Ritter, Sanford to handle its advertising.

McGavren Changes Name

McGavren-Quinn Corp., radio-tv station representative, has changed its name to the Daren F. McGavren Co. following the resignation of Donald J. Quinn as exec vp of the company's New York office. Mr. McGavren, who was head of the San Francisco office, will take over the New York office; Cy Ostrup, who was in the Los Angeles office, will be in charge in San Francisco.



We haven't the slightest idea how many sardines there are in a can but we do have

many ideas on how to produce the very finest photoengravings

Collins, Miller & Hutchings, Inc.

333 WEST LAKE STREET, CHICAGO 6

America's finest photoengravers for

letterpress and gravure

● *CHECK AGAIN— before completing your Iowa newspaper schedule!*

Are you relying on just one "state-wide" daily* paper to cover *all* of Iowa? Then you're getting only 19% coverage, missing 4 out of 5 homes in the Quality Quarter! These 22 counties contain a quarter of Iowa's total buying power: over 25% of the households and retail sales. But with the newly-formed *Iowa Three* group, you get 62% coverage, with *truly* local, hometown acceptance and influence *where* you want it. Look again! You'll see why you need these three newspapers to sell the fast-growing, most profitable fourth of Iowa.

**Don't be fooled by "state-wide Sunday coverage! National advertising usually runs daily.*

THE IOWA THREE

The Cedar Rapids Gazette
Dubuque Telegraph-Herald
Waterloo Daily Courier

Represented by: Allen-Klapp Co.; Jann & Kelley, Inc.; Story, Brooks & Finley

Meredith to Open in Boston

Kenneth A. Wright Jr., representative for *Better Homes & Gardens* in the Boston area, has been named manager of a new Meredith Publishing Co. advertising sales office which will open in Boston about July 1. The office, 10th for Meredith, will serve the New England area.

Art Directors Name Warren

Marcelle Warren, formerly office manager of Marschalk & Pratt, has been appointed executive secretary of the Art Directors Club of New York, succeeding Winifred Karn, who has resigned after 20 years in the post.

Rosenwald Joins Heritage

Peter Rosenwald, formerly director of advertising and promotion of the Book Find Club and the Seven Arts Book Society, has been named assistant to the publisher of American Heritage Publishing Co., New York.

California Grocer Given Jail Term in Fair Trade 'Contempt'

STOCKTON, CAL., April 7—Charles Hawkins, Stockton grocer, who has spent the past several years battling against fair trade regulations, this week was sentenced to 20 days in jail for contempt of court.

The sentence, by Judge George Buck, resulted from charges of disregard of court orders against selling Alka Seltzer below the fair trade price.

A permanent injunction was issued a year ago in the Alka Seltzer case, with the manufacturer, Miles California Co., signing the original complaint against Mr. Hawkins, who, in addition to being president of the Bigg & Littell Stores, is a San Joaquin County supervisor.

Judge Buck fined the store operator a total of $1,400—$200 each on seven counts. During the sentencing he told Mr. Hawkins, "It would be a sad world without our minstrels and clowns, but there comes a time when a good joke becomes tiresome and, carried on too long, becomes vicious.

"Miles Laboratories," Judge Buck declared, "is engaged in a very serious business and regards this litigation as serious. It is the duty of the court to carry out the law as it was enacted; the court is not to be used as a forum to debate the merits of legislation."

Mr. Hawkins' attorney indicated the case would be appealed to the district court in Sacramento. ≡

Bunny Bear Drive Features Disneyland Nursery Products

Bunny Bear Products, Everett, Mass., is introducing a Disneyland line of nursery products with an $80,000 two-month campaign, using magazines, newspapers and business papers. Disneyland cartoon characters will be used on such plastic items as car cribs, mattresses, play yard pads and bumpers. Newspaper advertising broke April 6, concurrently with the Boston home show. Color pages are slated for *McCall's* and *Your New Baby* and a series of pages will run in *Home Furnishings Daily*, *Juvenile Merchandising* and *Small World*.

"Disney characters move into the nursery," is the consumer advertising theme, while theme for the trade ads is: "Now the world's greatest salesmen go to work for you." Badger, Browning & Parcher, Boston, is the agency.

Sackheim Adds Three Accounts

Maxwell Sackheim & Co., New York, has been appointed to handle advertising for Holiday Co., greeting card maker, and Southern Flavoring Co., both in Bedford, Va. Wesley Associates is the previous agency for both companies. Sackheim also has been named to handle national introduction of Athlex athlete's foot pads for Associated Products, New York. The product, tested in eight cities last summer, now will use newspapers in 50 markets, *The American Weekly*, *Life*, *Look* and *This Week Magazine*.

Cotton Products Ads Drop

A study of 56 consumer magazines by the National Cotton Council shows that advertising expenditures for space devoted to cotton products amounted to $23,806,104 last year. This is a slight decrease from the alltime record of $24,506,491 established in 1957.

WRCA-TV Names Buck

Max E. Buck, previously director of sales and marketing of WRCA and WRCA-TV, New York, has been named station manager of WRCA-TV as NBC split its radio and tv stations operations into individual operating units.

AIR FREIGHT EXCLUSIVE

Radar keeps deliveries on time—another United Air Lines "extra" at no extra cost

United, as the only coast-to-coast airline with all-fleet radar, can promise you unmatched delivery performance and a smoother ride for fragile shipments. Whether your shipment goes by DC-6A Cargoliner or one of the 900-plus daily passenger flights, on-time schedule dependability is improved by radar, a feature customers appreciate.

AND MORE "EXTRAS"

Reserved Air Freight guarantees you space aboard any United flight on as little as three hours' notice.

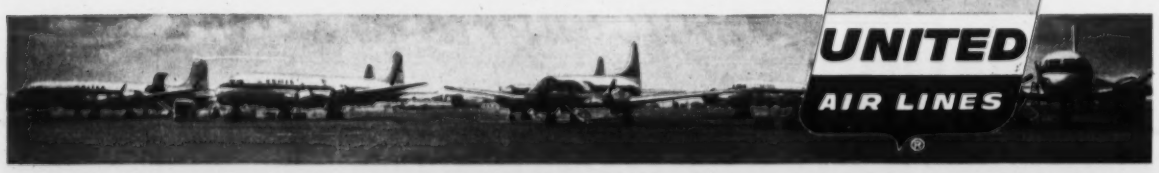
Door-to-Door service – a convenient United feature for maximum handling, maximum speed.

Personalized service – a follow-through feature, monitors your shipment from origin to destination.

Centralized cargo control insures that there'll be space on the flight you want when you want it.

FREE BOOKLET

Tells how United Air Lines saves shippers money, provides better service. How about you? Just write to Cargo Sales Division, United Air Lines, 36 So. Wabash Avenue, Chicago 3, Illinois.



YOU PAY NO MORE FOR EXTRA CARE WHEN YOU SHIP UNITED AIR LINES

The New Yorker is designed to **quicken** reader interest by its unique setting.*

*Which made the difference in sales results to more than 1600 large and small advertisers last year.

We are adding to our Advertising Sales Staff

- *We need another good man in our New York office.*
- *We need one more good man in our Chicago office.*
- *We want to add a good man to our Boston office.*

This means that we have a challenging and rewarding position for mature and experienced publication space salesmen in three areas.

Ours is a leading national magazine, in the middle of a growth period and an expanding sales program. The men we're looking for are probably in their thirties or forties, successfully representing a consumer magazine or an important business publication and happy in their jobs.

All our own salesmen know of this ad. If you feel you qualify, reply in complete confidence.

Box 490, ADVERTISING AGE

630 Third Ave., New York 17, N. Y.

BBB Finds Its Ban on Price Ads Boomerangs

(Continued from Page 2)

as a platform for comparative pricing.

The issue came to a head when 10 of the largest users of newspaper space in the area met in the offices of Kal, Ehrlich & Merrick, Washington agency, to consider the problem. The agency handles advertising for Star Radio and Todd's, two of the most important appliance advertisers here.

Dealers reported that appliance sales had slumped sharply during March, and they attributed the slump to their inability to use hard-sell comparative price advertising. When the dealers decided to seek a meeting with the directors of the Better Business Bureau, Alvin Q. Ehrlich, K-E-M exec vp, who presided, agreed to act as intermediary.

■ At a meeting with the BBB directors last week, the unhappy appliance retailers outlined their objections to the "no comparative advertising" rule. Despite some objections within BBB, the directors decided to drop the regulation.

In withdrawing the ban, however, the directors issued a resolution cautioning that their action "should not be construed by anyone as indicating any relaxation on the part of the Better Business Bureau of its dedication to the cause of maintaining truth in advertising and integrity in business, not in any sense a condoning of comparative pricing evils which have been prevalent throughout the appliance industry in the greater Washington area."

Despite their success in escaping the BBB's "no comparative pricing" edict, there were signs that Washington's household appliance advertisers are far from "out of the woods" on the comparative pricing issue.

Dealers talked vaguely of drafting a code of their own, but government people—who are well informed about the situation—say it is rather obvious they are acting without legal counsel.

■ While appliance retailers are no longer prevented from using comparative pricing, they have been warned that there may be trouble ahead if they try to use manufacturers' list prices as a platform for discount selling.

In its resolution rescinding the ban on comparative price advertising, BBB carefully pointed out that stores will be expected to abide by the Federal Trade Commission's guide against deceptive pricing. While this guide permits the use of comparative pricing, it specifies that the comparison must be with a "customary or usual" price.

At the moment there are some differences of opinion here as to what FTC means by "customary and usual," but the victorious appliance group has been told that in all probability FTC is going to refuse to recognize a list price as legitimate unless it is the regular price at which the item is ordinarily sold in this market.

"It is so rare that anything in the appliance field ever sells at the manufacturer's listed price here that it will be interesting to see whether the Federal Trade Commission will permit Washington retailers to use nationally published list prices as a yardstick," said one champion of the "no comparative price advertising" rule.

"If the commission stands by its position that comparisons must be with the 'customary or usual price,' it can hardly say that the nationally advertised price is the usual price in this market. In the appliance field, there simply is no existing 'customary or usual' price for anything in this area," he said.

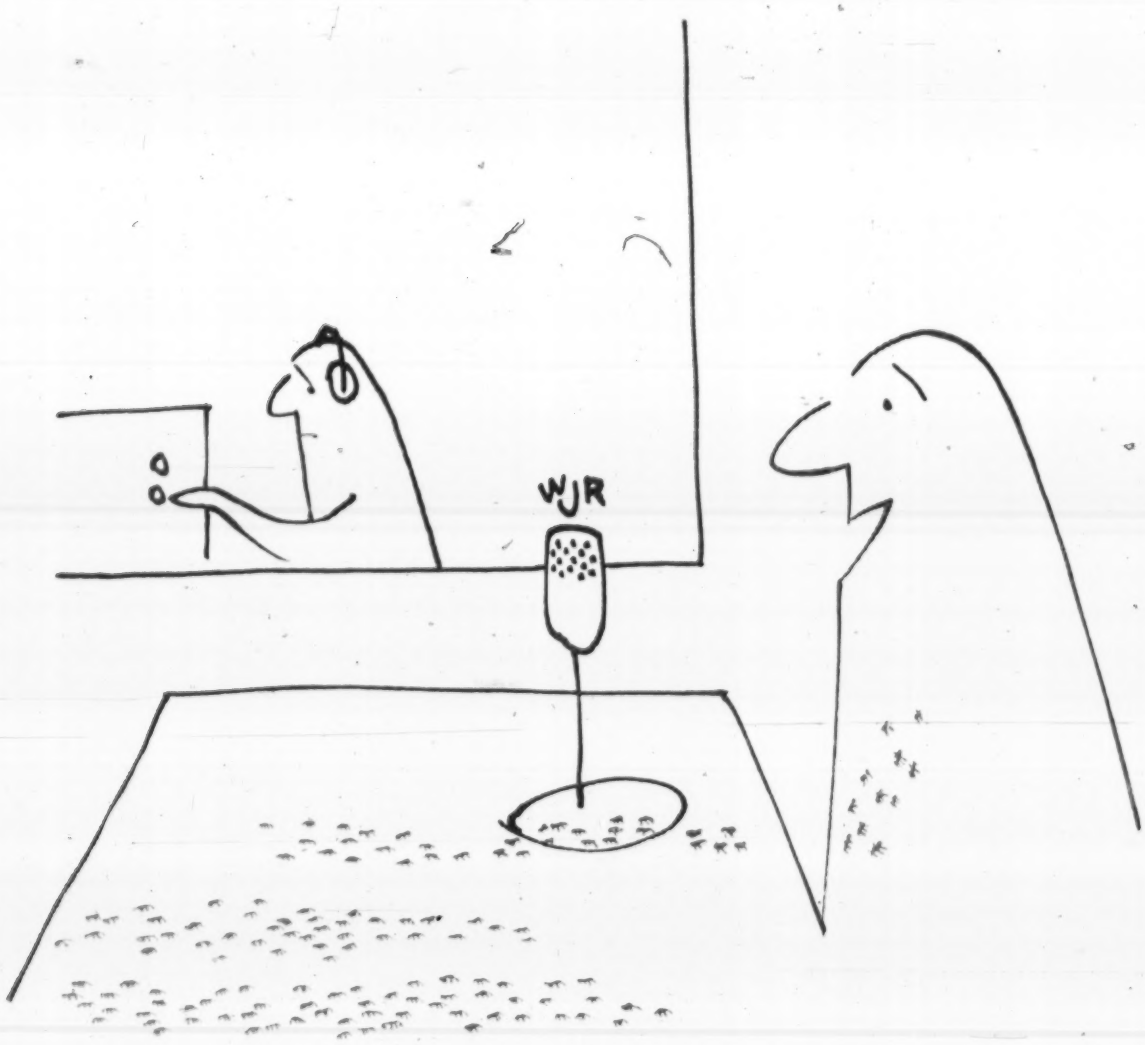
If a showdown develops, it will be on the question of whether a list price is bona fide even if it doesn't happen to prevail in the particular market where the advertising appears.

■ FTC's past cases are not clear on this point, but recently FTC personnel have expressed skepticism about the validity of most list prices in virtually all electric appliance fields.

"There was a time five years ago," said an FTC source, "when fair trade prices were in effect, and when list prices actually meant something. But they don't any more.

"When we talk to manufacturers about the problem, they insist that small stores need a 40% mark-up to operate. They admit that most appliances are actually being sold now for a mark-up of 17% to 20%, but they contend they cannot reduce their list prices without hurting the small store."

In its drive against fictitious pricing, however, FTC reports that some national advertisers are quietly beginning to trim list prices which have become completely unrealistic. As an example, FTC sources cite the elimination of a $32 list price for a Schick electric razor as part of an over-all deflation of list prices in the electric razor industry. #



HOW TO GET RID OF RED ANTS

You can trap them, stomp on them, drown them with bug bombs, but if they keep coming back for more, what do you do? One WJR listener wrote to Bud Guest for help (Bud has a breezy program "The Sunny Side of the Street" daily from 8:15 to 8:30 a.m. on WJR).

The problem was aired and, within a few days, produced a deluge of letters from experts on how to get rid of red ants. Audience response like this is not unusual as Bud Guest is a favorite correspondent of listeners in Michigan, Ohio, Indiana and Southwestern Ontario.

Imaginative programming like "The Sunny Side of the Street" and many other live shows carry out WJR's philosophy—live radio with adult appeal. And since adults are the people with money, where can you find a better pipeline to their pockets and purses than on a station which talks their language?

Whether your problem is red ants or a sales campaign, ask your advertising manager, agency or Henry I. Christal representative for all the facts on WJR, the "buying power" station in the Detroit-Great Lakes area.

WJR DETROIT
760 KC 50,000 WATTS
RADIO WITH ADULT APPEAL

VITALITY IS A FACT OF LIFE

Vitality seems to care little about age.

Young or old, you have seen the vital ones. The contemporary is their world. They are attuned to today; actively shaping the new.

No wonder the people who prize vitality praise LIFE. LIFE has their spirit. For them, LIFE in its outlook is vigorous, swift, incisive. To the vital, LIFE has vitality.

Vitality is a fact of LIFE. Just one. You might say that for 32 million alert readers, LIFE is everything that's *new* and *now* and in the *present.*

Advertisers have recognized what LIFE's vitality can mean to sales. For the last 53 consecutive business quarters, LIFE has led all magazines in advertising revenue.

Henry Foulds, 68, Former Servel VP, Permutit Exec, Dies

NEW YORK, April 7—Henry W. Foulds, 68, director and former chairman of Pfaudler Permutit Inc., manufacturer of water softening equipment, and a former vp in charge of advertising of Servel Inc., died April 4 at his home in Bronxville after a long illness.

Mr. Foulds retired in January as chairman of Pfaudler Permutit because of ill health.

Born of American parents in Edinburgh, Scotland, Mr. Foulds was brought to the U.S. as an infant and spent his childhood in Ocean City, N.J. He started his business career as a salesman with Electric Storage Battery Co., Philadelphia, in 1914, after graduation from the University of Pennsylvania as a chemical engineer. During World War I he served in the U.S. Army Signal Corps in France. Subsequently, he did graduate work in economics at the University of London.

In 1919 he went to Buenos Aires as general manager of the South American subsidiary of Fairbanks, Morse & Co. In 1926 he became vp in charge of advertising and sales in the New York office of Servel. From 1930 to 1934 he was a vp of Goulds Pumps, Seneca Falls, N.Y.

Since 1935 he had been with Permutit as president and board chairman. When Permutit merged with Pfaudler Co., Rochester, N.Y., in 1957, Mr. Foulds became chair man of the new corporation.

JOHN J. HAGAN

NEW YORK, April 7—John J. Hagan, 71, a vp of National Advertising Service, died March 27 of a heart attack in his sleep.

A native New Yorker, Mr. Hagan started his career in the classified advertising department of the *New York Times*. Later he worked on the *Sacramento Bee* for a number of years and became business manager. Returning to New York, he entered the agency field with Lord & Thomas.

During World War I he served in the Army; following the war he joined Publicker Industries, Philadelphia. Later he was an account executive on Publicker brands at Lloyd, Chester & Dillingham, Carl S. Brown Co. and Ellington & Co. Mr. Hagan joined National Advertising Service about a year ago.

His nephew, Peter M. Hagan, is with Moloney, Regan & Schmitt, newspaper representative.

ELIZABETH R. LYNETT

SCRANTON, PA., April 7—Miss Elizabeth Ruddy Lynett, 56, co-publisher of the *Scranton Times*, died April 2. Born here, she was the daughter of the late Edward J. Lynett, editor and publisher of the afternoon paper from 1895 until 1943. After her father's death, her eldest brother, William, became publisher until his death in 1946, when Miss Lynett and another brother, Edward J. Jr., became partners in the company, which also owns WEJL, Scranton radio station.

FRANCIS X. MANNING

NEW YORK, April 7—Francis X. Manning, 51, an account executive since 1948 with William von Zehle & Co., died yesterday of cancer, after a long illness, at St. John's Episcopal Hospital, Brooklyn.

Born in Brooklyn, Mr. Manning attended Holy Innocents School there and started his career in the advertising department of the *New York Herald Tribune*. Later he was an advertising salesman for the *New York Mirror* and the *New York World-Telegram & Sun*. He joined the von Zehle agency in 1948.

ANOTHER SURE THING FROM ITC

NOW COMING YOUR WAY

BRAVE

Revere Sets TV Drive

Revere Camera Co., Chicago, will begin an intensive spot tv drive April 20 in New York, Boston, Chicago and Los Angeles to introduce its Electric Eye-Matic still camera and Cine-Zoom electric eye 8mm movie camera. Between 10 and 30 spots per week will run in each market for at least two months. Further markets may be added following the introductory period. Keyes, Madden & Jones, Chicago, handles radio-tv advertising for Revere.

New Crown Zellerbach Plant to Produce About June 1

Crown Zellerbach Corp., San Francisco-based paper maker, will begin production of coated printing papers at its new St. Francisville, La., plant about June 1.

The production will come from a new type of machine that will make roll-coat and trail-blade finish paper in one continuous operation in a process designed to reduce the cost of coated printing papers of this quality.

Industrial Journalism Book Out

"Industrial Journalism Today," a book discussing industrial public relations and publications, has been published by Harper & Bros., New York. Written by James McCloskey, the book covers human relations, efficiency, competition, profits, company and community relationships, research and development, employe benefits and other subjects of interest to industrial journalists. Price is $4.75.

'Art News' Names Asherman

Robert J. Asherman, formerly with Crowell-Collier Publishing Co., has been named business manager of *Art News* and *Art News Annual*, succeeding Roger Rudd, who resigned.

STALLION

The famous FURY Already signed up for a FIFTH year on NBC-TV by General Foods Corporation and The Borden Company, through Benton & Bowles, Inc., now available as Brave Stallion for *your* profitable sponsorship.

The adventure series about a black stallion that . . .

lassoes a whopping 64.1% average share of audience (Nielsen, July-Dec., 1958) at a $1.70 Cost Per Thousand (Jan.-Dec., 1958)

ropes off an impressive 17.8 rating (Nielsen 4-Season Average, Oct., '55 through Jan., '59) on NBC-TV, Saturdays, 11-11:30 A. M.

BRAVE STALLION will corral a loyal all-family audience in your market . . . available right now! For *a sure thing*, wire or phone PLaza 5-2100 collect.

INDEPENDENT TELEVISION CORPORATION

488 MADISON AVENUE • NEW YORK 22 • PLAZA 5-2100

Oregon Legislature Gets Anti-Stamp Bill; 'Crippling,' Says S&H

SALEM, ORE., April 7—Sharp curtailment in use of trading stamps in Oregon is sought in a bill filed this week in the state legislature at the request of the Oregon Independent Retail Grocers Assn.

The grocers' bill would require an annual license fee of $6,000 from any business establishment using trading stamps. It would also require that stamps be redeemable in cash, in any quantity, and at a rate printed on the face of each stamp. The restrictive provisions are closely similar to those which have been in effect in Washington for a number of years, and which the Washington legislature refused to modify in the session just concluded.

■ The Oregon bill drew quick fire from Sperry & Hutchinson Co., which said it "would take away the very valuable right of many thousands of Oregon consumers to receive a discount for cash in the form of redemption merchandise" and would "seriously cripple" trading stamp activity. The S&H statement continued:

"We had hoped that the overwhelming protests of stamp savers against another anti-trading stamp bill in the Oregon legislature two years ago had effectively demonstrated that the public interest is not served by special interest legislation of this kind."

The bill was introduced in the House under bi-partisan sponsorship of five Democrats and two Republicans.

Harold E. Carlson, secretary of the grocers' association, said that other organizations backing the legislation are Oregon Gasoline Dealers Assn.; Independent Dry Cleaners; Portland Retail Druggists Assn.; Dairy Industry of Oregon; United Grocers Inc. of Oregon; Oregon IGA stores, and Oregon Wholesale Grocers. #

Exquisite Form Promotes 4 in Marketing Division

Exquisite Form Brassiere Inc., New York, has realigned its sales and marketing division, and promoted four executives. Harry L. Goldblatt, formerly marketing manager of the Silf Skin girdle division, has been named over-all vp in charge of marketing for both Exquisite Form and Silf Skin. J. Robert Demmel, for the past two years national sales manager of the company, has been named vp in charge of sales.

Herbert Leeds, previously director of merchandising, has been named vp in charge of merchandising. Irwin Roseman has been appointed vp in charge of advertising and sales promotion. Mr. Roseman, ad director of Exquisite Form from 1956 to 1958, rejoined the company earlier this year from D'Orsay Sales Co.

Mills Appoints Liggett

Mills Co., Cleveland manufacturer of movable office partitions, has appointed Carr Liggett Advertising, Cleveland, to handle its advertising. Meermans Inc., Cleveland, formerly had the account. The ad plans for Mills include a campaign of color pages in office management trade publications beginning in May.

Ronson Using 31 Magazines

Ronson Corp. is using 31 magazines in the first half of the year to promote its line of cigaret lighters and accessories, electric shavers and appliances. Norman, Craig & Kummel, New York, handles Ronson lighters and accessories. Grey Advertising, New York, is agency for electric shavers and other appliances.

BUY A KING-SIZE MARKET

EL PASO— CAPITAL CITY OF The Fabulous Southwest

EL PASO—
Still on the GO
and Going STRONGER.

Construction begins soon on Northgate, a new $1¼ Million Shopping Center, now in the center of a fast growing residential area where jack rabbits roamed just a few years ago.

More proof that El Paso is a GOOD place to do BUSINESS!

The El Paso Times
Morning and Sunday

El Paso Herald-Post
Evening

TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!

'Biggest Ad' to Put $1,000,000 Behind Ford Car

(*Continued from Page* 3)

information on Ford Dealer Dividend Days, in the course of which, if a reader completes a simple quiz and brings in a coupon, he may have either a coin holder or a traveling light free.

The information in the ad is largely a reworking, and simplifying, of Ford's "Buyer's Digest of New Car Facts for 1959," a publication which was offered to *Digest* readers earlier at 10¢, a promotion in which 1,500,000 copies were sold.

■ The problem of the ad was worked out, step by step, with the Post Office Department. In connection with the radio spots which will be used to build interest in the ad, announcers and disc jockeys are specifically warned not to "refer to this advertisement as a booklet."

It is probable that, when dealers tie in with the dividend days, the total promotion will rack up more than $1,000,000 in advertising.

The *Digest* promotion formula allows $250 for each page of advertising, plus another $250 to match $250 put up by the advertiser. This means a merchandising fund of $27,000 for this advertisement, which goes into mailings to dealers, Ford directors and management people, automobile insurance and finance companies, loan departments of banks, fleet buyers, driver training schools, high schools with driver education, etc.

In addition, spot radio will be used in the top 85 cities, some of it running over the Ford signature, some over *Reader's Digest's*. The "commercial copy" consists merely of a copy of the ad and a fact sheet. Announcers on news shows and disc jockeys can take their pick from the ad or such facts as "whether or not you are thinking of getting a new car in the months ahead—a new car of any make, any style—you owe it to yourself to get a copy of the May *Reader's Digest* now."

■ *RD* men are noting that the combination of advertising with editorial interest and editorial with advertising interest which the advertisement offers is sure to get attention. DeWitt Wallace, editor and publisher, wrote Henry Ford II, "We are proud to print this advertising . . . because it includes so much fascinating information of obvious value to everyone . . ."

The advertisement has also drawn some restrained cheers from other magazine publishers. First, because it may presage a more intensive swing to magazine advertising from Detroit, where most of the big spot promotion money has gone into television spectaculars. Second, because it is tied directly to a selling device. Third, because in comparison with the cost of Ford's previous booklet, the *Digest* ad comes out at about 6½¢ a copy, and the overrun is about 2½¢.

Finally, the *Digest* will promote the advertisement in newspapers, business papers and *Time* and *Newsweek*, with all ads slated to run the last two weeks of April.

■ Significantly, the *Digest* reports that it has installed two special machines that automatically attach a strip of perforated, gummed paper to large insert advertisements so that they can be bound into the magazine. This is, presumably, to facilitate handling of multi-page ads of this kind.

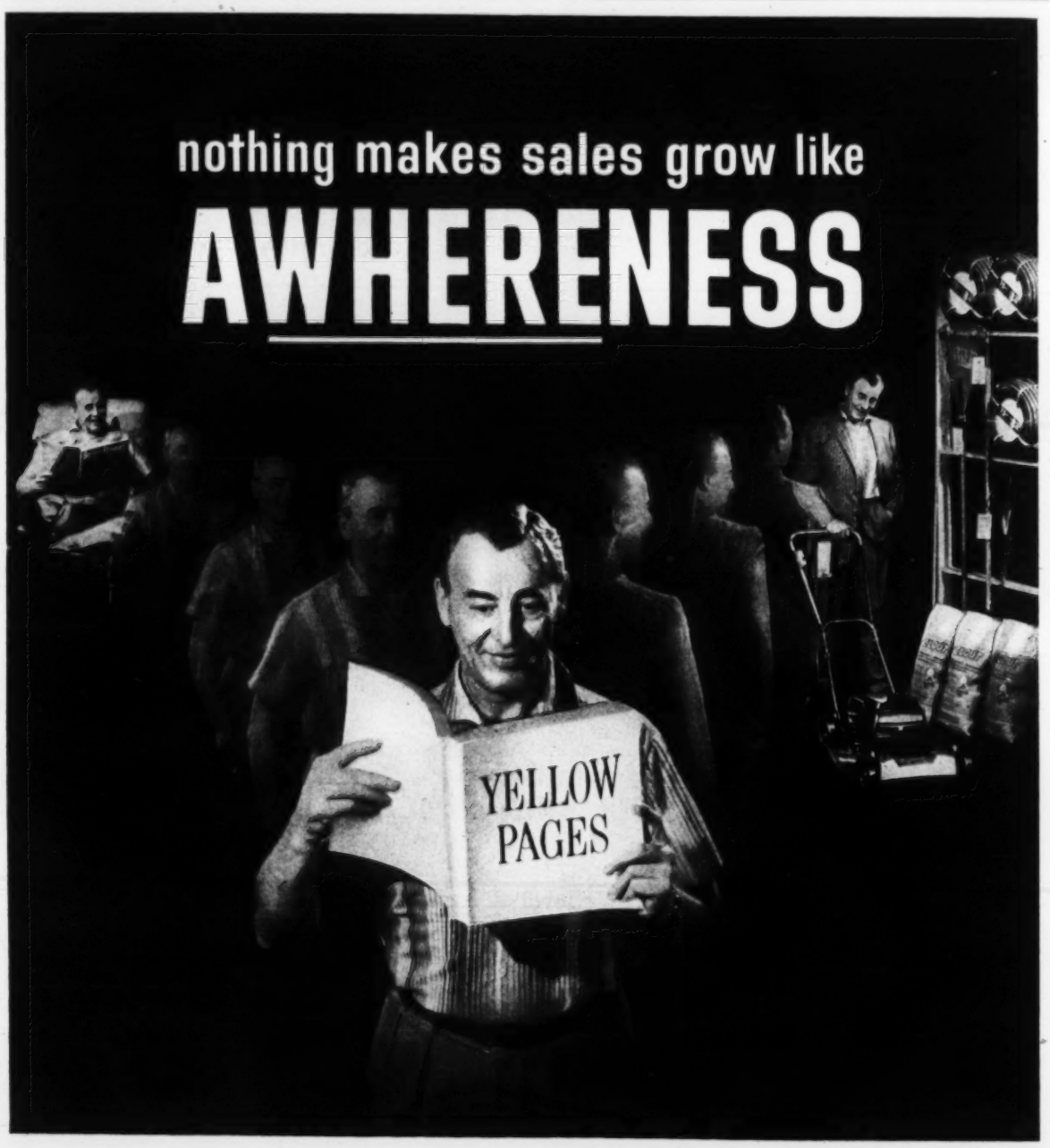
Ford said it originally decided on producing the fact book, on which the *Digest* ad is based, because it felt consumers needed and were seeking information on autos and pricing.

The passage of a price labeling bill last year was seen as an indication that people wanted more facts before they bought. Ford decided it could do a dual job by putting a lot of information of general interest before the public, as well as handling its own sales message, with complete price information.

The car maker worked with O. E. McIntyre Inc., Westbury, N.Y., direct mail company, in promoting the book with a direct mailing to 10,000,000 prospects, which brought an 11% return (AA, Jan. 26).

The *Digest* ad pulled another 150,000 requests, Ford said; 4,000 dimes rolled in after a mention of the fact book in *Argosy's* auto column, and the Jan. 26 story in Advertising Age brought a new wave of requests from agencies and admen. #

nothing makes sales grow like
AWHERENESS



...and nothing builds AWHERENESS like the Yellow Pages

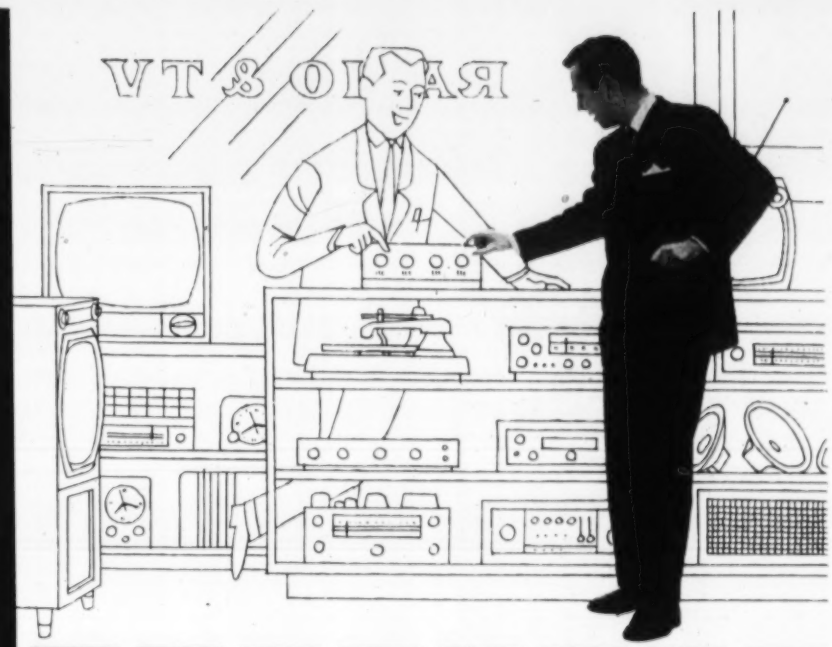
Whatever you sell, wherever it's sold, nothing directs prospects your way like AWHERENESS! And nothing builds AWHERENESS like the Yellow Pages—the buyers' guide that tells your prospects where to find your product or service. For the manufacturer of brand-name products, Trade Mark Service in the Yellow Pages makes prospects aware of his local outlets. For the local business man, Yellow Pages advertising makes the community aware of the products and services he offers.

The Yellow Pages man will help plan an AWHERENESS sales program for your needs. Call him at your Bell Telephone Business Office.

YELLOW PAGES

The advertising medium that tells people where to find your local outlets!

If you want to make a sale...



...there's nothing so powerful as an idea

Better Homes and Gardens makes **more sales** because it gives people **more buying ideas**

Every month, 15½ million family members (most of them husbands and wives) pore over the pages of Better Homes and Gardens, eager for ideas and ready to carry them out. In BH&G's stimulating climate, the realities of how to live better are more fascinating than fiction.

There's sales magic in the what-to-do and how-to-do-it atmosphere of America's favorite idea magazine. Because when people are persuaded to turn ideas into action, they're ready to *buy*. The list of products that can benefit from Better Homes and Gardens sales magic is as endless as a family's needs and aspirations. For chapter and verse, talk to your Better Homes and Gardens representative.

Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans

During the year 1/3 of America reads

Better Homes and Gardens

. . . the family **idea** magazine

NOW OVER 4,600,000 COPIES MONTHLY

ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS

. . . especially when your salesmen (or your clients' salesmen) use your advertising in their selling efforts. ABP has prepared a film to encourage salesmen to do just that. The film is called "How to Multiply Yourself." It's a full-color strip-film presentation that shows salesmen how your businesspaper advertising works for them . . . how they can follow through on the pre-selling that means better selling and more business.

It shows salesmen how advertising opens doors for them. It tells them how to stress the same points in their selling that your advertising does . . . how to make the most of reprints . . . how to follow up leads that advertising has uncovered. It explains how advertising does away with wasted shoeleather . . . how advertising fills the bases before the salesman comes to bat.

Ask for a showing of the new ABP film, "How to Multiply Yourself"

Thousands of salesmen have seen "How to Multiply Yourself" in the past month. We'll be glad to arrange a showing at your convenience—or, if you'd like a "preview," we've prepared a booklet version of the film that's yours for the asking. Just drop us a line. Or phone the ABP Business Service Department.

THE ASSOCIATED BUSINESS PUBLICATIONS

205 East 42nd Street, New York 17, N. Y.
201 North Wells St., Chicago 6, Illinois
1004 National Press Bldg., Washington 4, D. C.

U. S. Agencies in Puerto Rico Fail to Use Market-Wise Puerto Ricans, Badillo Charges

SAN JUAN, April 7—American advertising agencies operating in the international field leave a great deal to be desired, according to Sam Badillo, president of Publicidad Badillo, Puerto Rico's largest agency.

Sam Badillo

Mr. Badillo, who is currently planning to expand his own operations into the Caribbean area, told ADVERTISING AGE that the growth of Latin American economies will confront U. S. agencies with this basic decision: "Change fast or get out."

Mr. Badillo said: "This is the handwriting on the wall for all ad agencies dealing in the international advertising field."

Mr. Badillo, who has observed the operations of U. S. agencies in Puerto Rico, charged that the American shops fail on one of two counts:

- They are not staffed with local people who know the market.
- They change managements too frequently.

■ This, he added, will not do when Latin American countries become important markets for consumer goods. He pointed out that consumer purchasing power in Puerto Rico has increased by 378% since 1940, and he predicts a similar growth for Venezuela and other Latin American nations.

Mr. Badillo takes a particularly dim view of the prospects for the export agencies—those U. S. shops specializing in international advertising and working through affiliated agencies abroad. This group, he believes, is on the way out.

"The so-called associate or correspondent agency system is one that has been outlived and outmoded by changing times," he told AA. "It is agonizing, because it does not provide the type of custom-made, progressive thinking that the changes demand.

"Splitting the already inadequate 15% agency commission between two agencies—the home agency and the correspondent agency—does not provide any longer adequate incentive and compensation for any of the agencies involved."

Mr. Badillo warned that the export agencies "are apt to fade away unless they make deep changes in their present organizations and thinking."

■ The Badillo agency, which billed $2,600,000 last year, maintains a New York office to service a growing number of American companies interested in a specialized approach to the Spanish-language market in the U. S.

The agency's next move, Mr. Badillo revealed, will be a regional operation covering countries in the Caribbean area. He hopes to undertake this expansion in association with a major U. S. agency in need of an international outlet. Negotiations for such an association are now in progress. #

BUDGET BEATERS—*Campbell Soup Co., Camden, promotes its top soups as cooking soups (sauces or cooking ingredients) in consumer magazines in April. Theme is "budget beaters." Batten, Barton, Durstine & Osborn is the agency.*

'Teen' Hikes Guarantee

Effective with its September issue, *'Teen* will increase its advertising rates and boost its circulation guarantee to 300,000. New ad rates for the monthly will be $1,605 for a four-color cover, $1,155 for a b&w cover, $1,050 for a b&w page and $575 for a b&w half page.

Rogers & Smith Adds One

Home Savings Assn., Kansas City, has appointed Rogers & Smith Advertising, Kansas City, to handle its advertising, effective June 1. The agency also has named John F. Johnson, formerly advertising manager of C. J. Patterson Co., Kansas City wholesale baking company, an account executive.

No. 1 influence in Mississippi Markets

"Colonel Clajack" is your man for selling in the richest market of Mississippi. For the Sunday Clarion Ledger—Jackson Daily News reaches 81.3% of all families in towns with 1,000 or more people within Jackson's 24-county retail trade zone . . . where 37.5% of all retail sales in Mississippi are made!

THE CLARION ★ LEDGER AND JACKSON DAILY ★ NEWS

Jackson, Mississippi

Mississippi's First Newspapers • Represented by the Katz Agency, Inc.

Co-Owners WJTV (TV) WSLI (Radio)

THEY SEARCH FOR PROFIT IN PRINT

The printed word means a great deal to the businessman—when that word appears in his businesspaper. That's because his businesspaper is his single most valuable and most concentrated source of information about his trade or industry.

It keeps him abreast of competition—aware of what's going on at every level of his trade or industry. He searches his businesspaper through—for information he needs to make decisions, for facts, for fresh ideas he can put to work, for new materials or methods. For anything, in short, that means profit to him. And, because he finds the advertising rich in what he needs, he reads it with the same concentration he devotes to the editorial pages.

Keep that last fact in mind—and expose your advertising to this kind of concentration. In businesspapers.

Good business advertising works best in a good businesspaper.

As an advertising man, you know that a publication's effectiveness as an advertising medium depends on its editorial strength. Your problem: how do you select the businesspapers that are strongest editorially?

One simple way is to recognize the ABP symbol—a sure indication of editorial independence and publishing integrity for more than 50 years. Another way: check the paid circulation. People *pay* for businesspapers they *want* . . . and *read* businesspapers they *pay* for. All ABP papers are bought and paid for. All are members of ABC. Currently, more than 3 million subscribers spend over $15,500,000 a year to read them.

Place your advertising in ABP papers—where you know it's read by men who mean business.

THE ASSOCIATED BUSINESS PUBLICATIONS ABP

MOST OF THE BETTER BUSINESS PUBLICATIONS DISPLAY THIS SYMBOL . . .

Ouah Accent is showin'
When we tell you, honey:
The Atlantic City Press covers the South!
South Jersey, that is...

The ACCENT is on the extra-market coverage which The Press delivers daily in Southern New Jersey's three rich counties—Atlantic, Cape May and Cumberland—with an annual volume of $521,423,000.00 in retail sales.

Ranked SIXTH in the Nation (1958 Media Records) with 1,038,689 total lines gained, The Press stands FIRST in this rich, growing market of 200,000 prospective buyers of your product.

Atlantic City Press

Southern New Jersey's "Good Morning Newspaper"
Rolland L. Adams, *President*
Scolaro, Meeker & Scott, Inc., *National Representative*

Ads Not Enough; Retailer Must Be Sold: Mosley

Many Store Operators Think Ads Are Waste, Says Seagram Ad VP

BOSTON, April 7—"The power of advertising in the marketing operation is like the power of artillery in a military operation. It can break and crumble the resistance, but somebody has to go in and take the final objective.

"And the final objective in the marketing operation can be gained only by repeated impact at the point of sale—in the window, on the shelf, counter and floor of the retailer."

This opinion was expressed by George E. Mosley, advertising and sales promotion vp of Seagram-Distillers Co., New York. He told the Boston Advertising Club and the Point-of-Purchase Advertising Institute here last week, "It is the advertiser's salesman or his distributor's salesman who has to go in and take the final objective.

"Any advertising man who sits in his ivory tower without facing that fact, or facing the responsibility of helping that salesman, had better go to night school," Mr. Mosley said. "He had better go out at night and call on retailers and see the other power in the marketing operation at work; see, for instance, how a retailer can syphon off the power of any national advertising campaign, if he wants to.

■ "There are retailers by the thousands," he said, "with their fingers in the dike, hanging on with might and main to hold back the tide of national advertising, because they don't believe in it, because they have a basic feeling they can't even express, a feeling that national advertising is too big for its britches as far as they are concerned—a feeling that it will engulf them if they let it through.

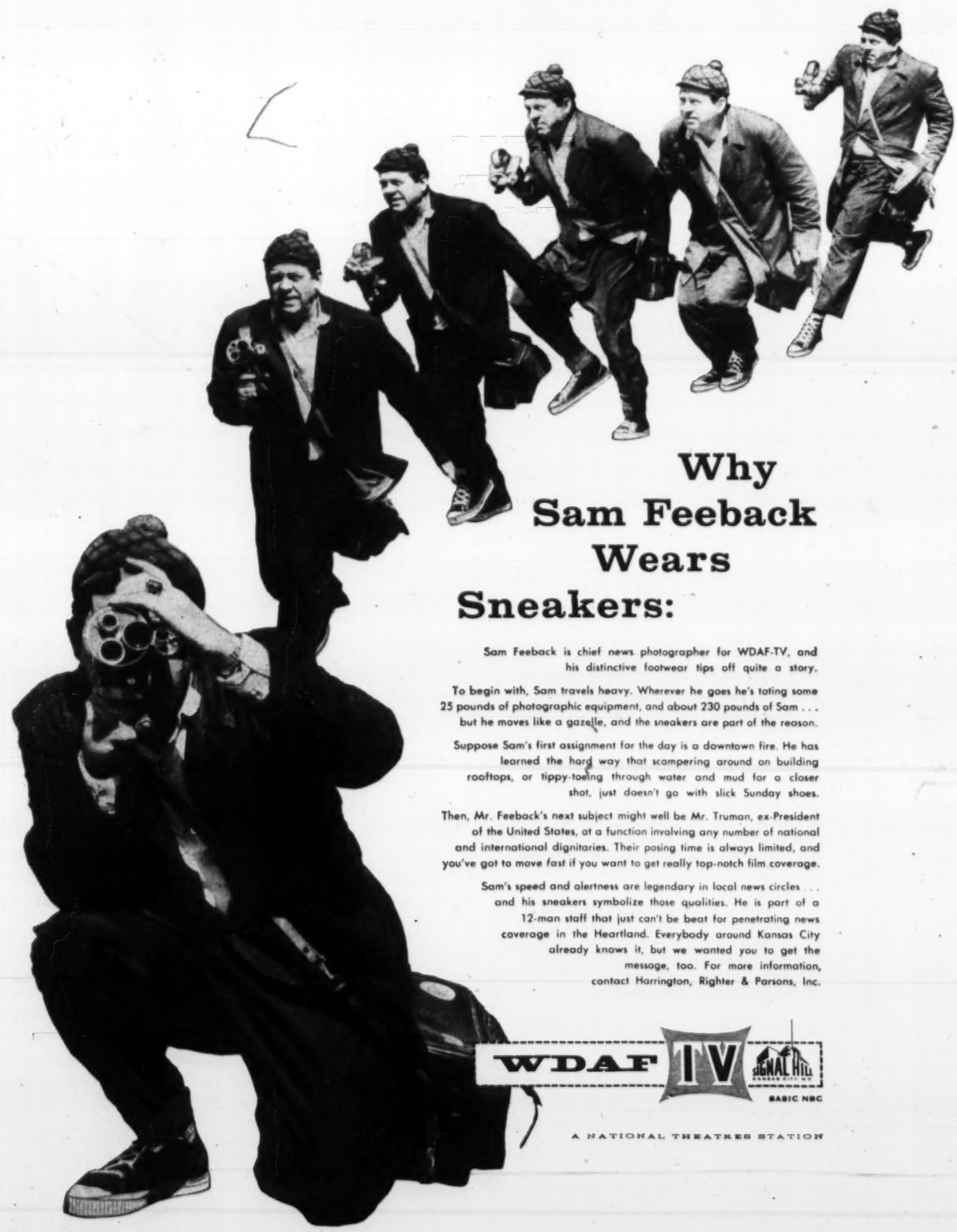
"So that puts it up to us," Mr. Mosley said, "to justify all advertising before we can merchandise any advertising. It puts it up to us to reconcile these retailers to the principle of advertising before we can sell them on supporting forms of advertising.

"After all, these retailers are only asking—even as you and I —'Is advertising all that we claim it to be? Is it a force for progress in our economy, or is it a waste that we perpetrate on our economy?'

■ "How often has a retailer said to a salesman, 'Why doesn't your company take some of that money they waste in advertising and give me a better mark-up?' "

The right answer, Mr. Mosley said, is that nationally advertised brands "have standardized retail quality in stores of every size and locality; have created quality responsibility and taken it off the retailer; have created better packaging and given the retailer improvements in store appearance and cleanliness; have created sales promotion and given the retail store more attraction and pulling power.

"The purpose of our advertising is to send customers to the retailer ready to buy quality, not shopping for price. It boils down to advertising and promotion versus pricing," Mr. Mosley concluded. #



Why Sam Feeback Wears Sneakers:

Sam Feeback is chief news photographer for WDAF-TV, and his distinctive footwear tips off quite a story.

To begin with, Sam travels heavy. Wherever he goes he's toting some 25 pounds of photographic equipment, and about 230 pounds of Sam . . . but he moves like a gazelle, and the sneakers are part of the reason.

Suppose Sam's first assignment for the day is a downtown fire. He has learned the hard way that scampering around on building rooftops, or tippy-toeing through water and mud for a closer shot, just doesn't go with slick Sunday shoes.

Then, Mr. Feeback's next subject might well be Mr. Truman, ex-President of the United States, at a function involving any number of national and international dignitaries. Their posing time is always limited, and you've got to move *fast* if you want to get really top-notch film coverage.

Sam's speed and alertness are legendary in local news circles . . . and his sneakers symbolize those qualities. He is part of a 12-man staff that just can't be beat for penetrating news coverage in the Heartland. Everybody around Kansas City already knows it, but we wanted you to get the message, too. For more information, contact Harrington, Righter & Parsons, Inc.

WDAF TV SIGNAL HILL KANSAS CITY, MO.
BASIC NBC

A NATIONAL THEATRES STATION

Foster Gets Wildroot Ad Account in Canada

Colgate-Palmolive Ltd. has named Foster Advertising, Toronto, to handle advertising for Wildroot products in Canada, effective about July 1. A. J. Denne & Co., Toronto, is the previous agency. Colgate-Palmolive acquired the Wildroot Co. last December. Foster already is handling eight of Colgate's products in Canada.

ARF Names Bogart, Rosberg; Elects 17 Chilton Books

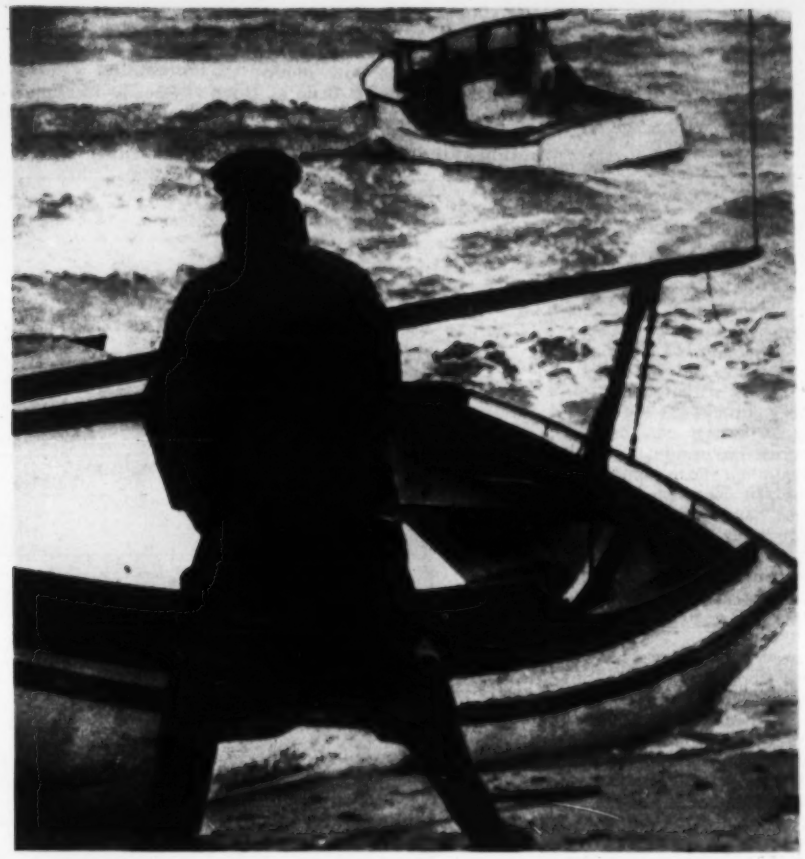
J. Wesley Rosberg, senior vp of Buchen Co., Chicago, and Leo Bogart, director of marketing research of Revlon Inc., New York, have been appointed to the technical committee of the Advertising Research Foundation, New York.

The ARF also has elected all 17 publications of Chilton Co. to membership.

Bates Names Munday, Castle

Ted Bates & Co., New York, has appointed Bo Munday, formerly with Leo Burnett Co., an account executive. Bates also has promoted Robert W. Castle, an account executive, to vp.

inside The New York Times Magazine



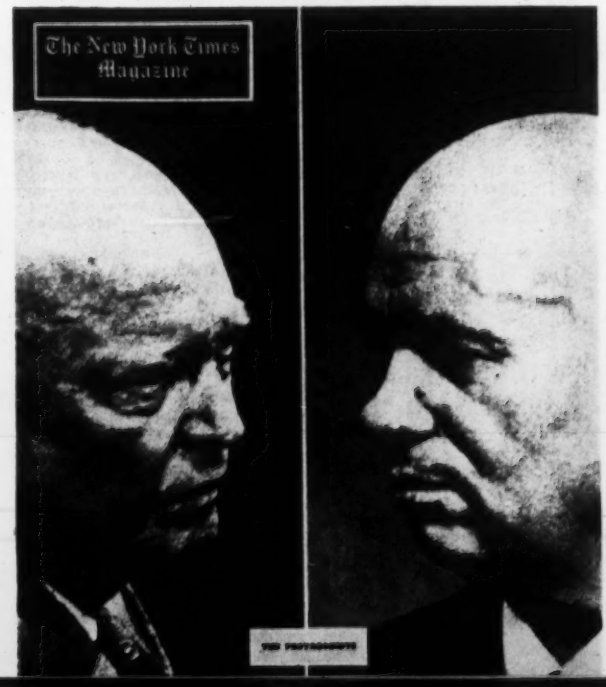
"Their moods are wild, mercurial, feminine. Their violence is savage, ruthless, masculine. On a clear summer day, when every wave, every ripple, is tipped with sunbeams, the surface of Lake Michigan looks like a scattering of diamonds. On dull rainy days, when its power is muted but threatening, it glowers like a chained monster. On tempest-tossed autumn and winter days, the lakes are in terrible torment, raging at the coastline as if in search of new and unsuspecting victims."... Story on the Great Lakes, The New York Times Magazine, January 18, 1959.

*"**The ad** for our two Children's Concerts series in The New York Times Magazine has sold 2,374 season tickets (for $8.10 and $9.60) and 237 single tickets. Greatest success of any ad we have ever run." ... William L. Weissel, associate manager of The Little Orchestra Society, Inc., New York.*

"We have never run a loser in The New York Times Magazine"

John Alogna, president of Gamut advertising agency, Garden City, N. Y., about results for his account, Housing Guild, New York-area custom builders.

Good writing makes this an exciting magazine to read. Magnificent results make this a profitable magazine to use. Distributed exclusively every Sunday with The New York Times, America's biggest Sunday newspaper salesman, into 1,300,000 homes and stores the country over.



For FCC, Congress Is Pressure Group, Professor Charges

WASHINGTON, April 8—Congress has become an "instrument of pressure" on the Federal Communications Commission in behalf of various pressure groups. It does, in fact, "look upon the FCC as its agent and is not willing to let it alone."

This charge is leveled by Elmer E. Smead, professor of government at Dartmouth College, in his new book, "Freedom of Speech by Radio & Television" (Public Affairs Press, Washington, $4.50).

"Congressional committees have frequently investigated [FCC] activities and have made side excursions into the realm of criticism," Mr. Smead writes. "Congressional pressure has both incited and restrained regulation.

"Going further, it can be said that Congress has made the politics of regulation more complicated. Frequently, committees of the two houses have exerted contradictory pressures on the FCC; at times, the House of Representatives has tried to check FCC regulatory efforts and the Senate has demanded more regulation.

■ "Congressional pressure has also changed from time to time," he continues. "Regulatory activity which the commission is urged to undertake in one year has called down criticism in a later year."

In his book, Mr. Smead discusses censorship, libel, licensing, spectrum assignments and other problems of broadcasting in addition to the FCC and Congress. The history of these problems and their current status are also detailed. #

Four Stations Join Mutual

Four radio stations, all former independents, have affiliated with the Mutual Broadcasting System. They are KMRC, Morgan City, and KSIG, Crowley, La.; WELY, Ely, Minn., and WCBC, Anderson, Ind.

'Inquirer' Boosts Fallon

John V. Fallon has been appointed financial advertising manager of the *Philadelphia Inquirer*, succeeding the late George Alluisi. Mr. Fallon formerly was with the newspaper's New York office.

Maryland Gives Comptroller Liquor Selling Control

The Maryland legislature has passed a law requiring liquor and wine manufacturers, and local wholesalers or distributors, to give the state comptroller 90 days' notice before suspending the sale of any alcoholic brand in the state. The comptroller can reduce the 90-day period to as little as three days if this alteration will not "adversely affect the orderly marketing of the beverages."

Opponents of the measure said it might make the comptroller a "liquor czar." Backers of the bill, however, said it will prevent manufacturers from discontinuing sales to state wholesalers without advance notice.

Bacon, Hartman Adds Three Accounts; Names Bruning

Bacon, Hartman & Vollbrecht, Jacksonville, Fla., has added the financial advertising account of Winn-Dixie Stores Inc.; Cedar Hills Estates, Florida home development, and Moore Dry Kiln Co., manufacturer of lumber processing equipment.

The agency also has named Mel Bruning a senior account executive. He formerly was with WFGA-TV, Jacksonville.

Two Join AMA's N. Y. Ad Staff

Albert Detwiller and Edward Rogers have joined the New York advertising sales staff of the American Medical Assn. Mr. Detwiller, formerly a detail man with Wyeth Laboratories, will handle advertising sales for the nine AMA journals. Mr. Rogers, who previously was with *Good Housekeeping*, will represent the *AMA News*.

Perlman Promotes Baxter

Roy Baxter, with Philip J. Perlman Associates, New York, since 1954, has been named director of marketing and merchandising of the agency.

MR. MANUFACTURER:

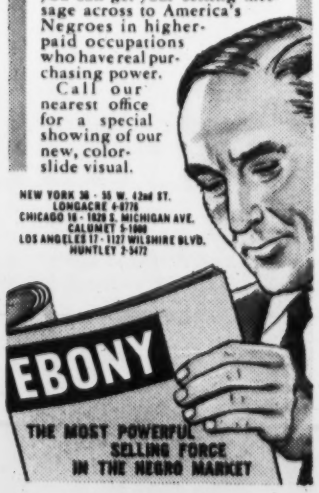
Is your competition selling to the Negro?

They probably are . . . whether you know it or not. America's 17 million Negroes with money to spend on top quality products are now an important segment of the market for any product. The Negro population is located in the "central city" areas of your major markets.

Interesting, exciting, picture-packed EBONY magazine completely dominates the Negro market. With this one powerful advertising medium, you can get your selling message across to America's Negroes in higher-paid occupations who have real purchasing power.

Call our nearest office for a special showing of our new, color-slide visual.

NEW YORK 36 - 55 W. 42nd ST. LONGACRE 4-8776
CHICAGO 16 - 1820 S. MICHIGAN AVE. CALUMET 5-1000
LOS ANGELES 17 - 1127 WILSHIRE BLVD. HUNTLEY 2-5472



✱ *Contact the nearest* Consolidated Paper Merchant *listed here for complete information or free trial sheets to make your own comparison test. His service is outstanding and he carries a complete stock of Consolidated Enamel Printing Papers. As a paper expert, you can count on his sound advice to save you money and trouble on every job.*

ALABAMA	
Birmingham	Graham Paper Co.
Birmingham	The Whitaker Paper Co.
Mobile	The Partin Paper Co.
ARIZONA	
Phoenix	Blake, Moffitt & Towne
Phoenix	Butler Paper Company
Phoenix	Graham Paper Company
Tucson	Blake, Moffitt & Towne
Tucson	Graham Paper Company
ARKANSAS	
Little Rock	Western Newspaper Union
CALIFORNIA	
Fresno	Blake, Moffitt & Towne
Long Beach	Blake, Moffitt & Towne
Long Beach	Sierra Paper Company
Los Angeles	Blake, Moffitt & Towne
Los Angeles	Sierra Paper Company
Oakland	Blake, Moffitt & Towne
Oakland	Pacific Coast Paper Company
Sacramento	Blake, Moffitt & Towne
San Bernardino	Blake, Moffitt & Towne
San Diego	Blake, Moffitt & Towne
San Diego	Sierra Paper Company
San Francisco	Blake, Moffitt & Towne
San Francisco	Pacific Coast Paper Company
San Jose	Blake, Moffitt & Towne
Stockton	Blake, Moffitt & Towne
COLORADO	
Denver	Butler Paper Company
Pueblo	Butler Paper Company
CONNECTICUT	
Bridgeport	Lott-Merlin, Inc.
Hartford	Green & Low Paper Co.
Hartford	Henry Lindenmeyr & Sons
New Haven	Henry Lindenmeyr & Sons
New Haven	Whitney-Anderson Paper Co., Inc.
DISTRICT OF COLUMBIA	
Washington, D.C.	R. P. Andrews Paper Co.
FLORIDA	
Jacksonville	Jacksonville Paper Company
Miami	Everglade Paper Company
Miami	E. C. Palmer & Co., Ltd.
Orlando	Central Paper Company
Tallahassee	Capital Paper Company
Tampa	E. C. Palmer & Co., Ltd.
Tampa	Tampa Paper Company
GEORGIA	
Atlanta	The Whitaker Paper Co.
Savannah	The Atlantic Paper Company
IDAHO	
Boise	Blake, Moffitt & Towne
Idaho Falls	American Paper & Supply Co.
ILLINOIS	
Chicago	Bradner Smith & Co.
Chicago	J. W. Butler Paper Co.
Chicago	Marquette Paper Corp.
Chicago	Moser Paper Co.
Chicago	The Whitaker Paper Co.
Decatur	The Decatur Paper House, Inc.
Moline	Newhouse Paper Company
Peoria	J. W. Butler Paper Co.
Peoria	Peoria Paper House, Inc.
Quincy	Irwin Paper Co.
INDIANA	
Evansville	Butler Paper Company
Fort Wayne	Butler Paper Company
Indianapolis	Century Paper Company
Indianapolis	C. P. Lesh Paper Co.
Terre Haute	Mid-States Paper Company, Inc.
IOWA	
Cedar Rapids	J. W. Butler Paper Co.
Davenport	Peterson Paper Co.
Des Moines	Pratt Paper Company
Des Moines	Western Newspaper Union
Sioux City	Western Newspaper Union
KANSAS	
Wichita	Butler Paper Company
Wichita	Graham Paper Co.
KENTUCKY	
Louisville	Graham Paper Company
Louisville	Louisville Paper and Mfg. Co.
LOUISIANA	
New Orleans	Butler Paper Company
New Orleans	Graham Paper Company
Shreveport	Western Newspaper Union
MAINE	
Augusta	C. M. Rice Paper Company
Portland	C. M. Rice Paper Company
MARYLAND	
Baltimore	The Mudge Paper Company
Baltimore	The Whitaker Paper Co.
MASSACHUSETTS	
Boston	Cook-Vivian-Lindenmeyr & Co.
Springfield	Whitney-Anderson Paper Co., Inc.
Worcester	Butler-Dearden Paper Service, Inc.
MICHIGAN	
Detroit	Butler Paper Company
Detroit	The Union Paper & Twine Co.
Grand Rapids	Central Michigan Paper Co.
Grand Rapids	Grand Rapids Paper Company
Lansing	Weissinger Paper Co.
Owosso	Weissinger Paper Co.
MINNESOTA	
Duluth	John Boshart Paper Company
Minneapolis	Butler Paper Company
Minneapolis	Newhouse Paper Company
Minneapolis	The Paper Supply Co., Inc.
St. Paul	Anchor Paper Company
St. Paul	Newhouse Paper Company
MISSISSIPPI	
Jackson	Graham Paper Company
MISSOURI	
Kansas City	Butler Paper Company
North Kansas City	Graham Paper Company
St. Louis	Butler Paper Company
St. Louis	Graham Paper Company
Springfield	Butler Paper Company
MONTANA	
Billings	Western Newspaper Union
Billings	Yellowstone Paper Company
NEBRASKA	
Lincoln	Western Newspaper Union
Omaha	Western Paper Company
NEVADA	
Reno	Blake, Moffitt & Towne
NEW HAMPSHIRE	
Concord	C. M. Rice Paper Company
NEW JERSEY	
Hillside	Henry Lindenmeyr & Sons
Newark	Central Paper Company
Trenton	Central Paper Company
NEW MEXICO	
Albuquerque	Butler Paper Company
NEW YORK	
Albany	W. H. Smith Paper Corp.
Buffalo	The Alling & Cory Company
Buffalo	Franklin-Cowan Paper Company
New York	The Alling & Cory Company—Miller & Wright Paper Co.
New York	Linde-Lathrop Paper Co., Inc.
New York	Henry Lindenmeyr & Sons
New York	Majestic Paper Corporation
New York	Marquardt & Company, Inc.
New York	The Whitaker Paper Co.
Rochester	The Alling & Cory Company
Syracuse	The Alling & Cory Company
Utica	The Alling & Cory Company
NORTH CAROLINA	
Charlotte	Caskie Paper Co., Inc.
Raleigh	Epes-Fitzgerald Paper Co.
Raleigh	The Raleigh Paper Co.
NORTH DAKOTA	
Fargo	Western Newspaper Union
OHIO	
Akron	The Central Ohio Paper Co.
Akron	The Union Paper & Twine Co.
Cincinnati	The Diem & Wing Paper Co.
Cincinnati	The Whitaker Paper Co.
Cleveland	The Central Ohio Paper Co.
Cleveland	The Union Paper & Twine Co.
Columbus	The Central Ohio Paper Co.
Dayton	The Central Ohio Paper Co.
Toledo	Paper Merchants, Incorporated
Youngstown	The Whitaker Paper Co.
OKLAHOMA	
Oklahoma City	Graham Paper Company
Oklahoma City	Western Newspaper Union
Tulsa	Beene Paper Company
OREGON	
Portland	Blake, Moffitt & Towne
PENNSYLVANIA	
Bethlehem	Wilcox-Walter-Furlong Paper Co.
Erie	Daka Paper Company
Harrisburg	The Alling & Cory Company
Philadelphia	Quaker City Paper Co.
Philadelphia	J. L. N. Smythe Co.
Philadelphia	Wilcox-Walter-Furlong Paper Co.
Pittsburgh	General Paper Corp.
Pittsburgh	The Whitaker Paper Co.
Scranton	Megargee Brothers, Inc.
York	The Mudge Paper Company
York	Quaker City Paper Co.
RHODE ISLAND	
Providence	Cook-Vivian-Lindenmeyr & Co.
SOUTH CAROLINA	
Columbia	Epes-Fitzgerald Paper Co.
SOUTH DAKOTA	
Sioux Falls	Sioux Falls Paper Co.
TENNESSEE	
Chattanooga	Graham Paper Company
Knoxville	Graham Paper Company
Memphis	Graham Paper Company
Memphis	Western Newspaper Union
Nashville	Graham Paper Company
TEXAS	
Abilene	Southwestern Paper Company
Austin	Graham Paper Company
Dallas	Graham Paper Company
Dallas	Southwestern Paper Company
El Paso	Graham Paper Company
Fort Worth	Southwestern Paper Company
Houston	Graham Paper Company
Houston	E. C. Palmer
Houston	Southwestern Paper Company
Lubbock	Graham Paper Company
San Antonio	Graham Paper Company
UTAH	
Ogden	American Paper & Supply Co.
Salt Lake City	American Paper & Supply Co.
Salt Lake City	Western Newspaper Union
VIRGINIA	
Lynchburg	Caskie Paper Company, Inc.
Norfolk	Epes-Fitzgerald Paper Co.
Richmond	Epes-Fitzgerald Paper Co.
Richmond	B. W. Wilson Paper Company, Inc.
WASHINGTON	
Seattle	Blake, Moffitt & Towne
Seattle	West Coast Paper Company
Spokane	Blake, Moffitt & Towne
Tacoma	Allied Paper Company
Tacoma	Blake, Moffitt & Towne
WEST VIRGINIA	
Charleston	Copco Papers, Inc.
WISCONSIN	
Milwaukee	Oshkosh Paper Company
Milwaukee	Standard Paper Company
Oshkosh	Oshkosh Paper Company

Export Agents - Moller & Rothe, Inc. - New York, U.S.A.

CONSOLIDATED WATER POWER & PAPER CO.
National Sales Offices:
135 South La Salle Street • Chicago 3, Illinois

American Motors, Sonotone Study Electric Auto

American Motors Corp., Detroit, and Sonotone Corp., Elmsford, N. Y., electronics manufacturer, have begun a long-range study of the possibilities of an electric automobile. At present, the companies are seeking to eliminate the need for frequent recharging of batteries.

George Romney, president of American Motors, cautioned that the program might take several years, and might not result in a vehicle which would prove feasible and economical.

Esther Williams Voted Sales Promotion Woman of Year

Actress Esther Williams, president of International Swimming Pools, has been chosen Sales Promotion Woman of the Year by the Sales Promotion Executives Assn.

The award, made during SPEA's second annual conference in New York (AA, April 6), said Miss Williams' "leadership, salesmanship and promotion-mindedness have brought prestige to her company and herself. Her promotion activities reflect the highest standards of executives in the profession throughout the world."

Cincinnati Gets Orange-Crush

Orange-Crush Co., Evanston, Ill., has introduced its soft drink product into Cincinnati. W. T. Wagner's Sons Co., Cincinnati bottling company, is handling distribution in that market. Orange-Crush is using newspapers and radio spots in its introductory campaign. H. W. Kastor & Sons Advertising, Chicago, is the Orange-Crush agency.

'Guns & Ammo' Goes Monthly

Guns & Ammo, published by Petersen Publishing Co., Los Angeles, will go from bi-monthly to monthly publication, effective with its October issue, with a print order of 250,000.

NEW AGENCY, NEW CAMPAIGN—*Vermouth Industries of America, which recently appointed Guth, Francis & Richards, New York, a new agency (AA, March 9), is using this ad in a new campaign for Tribuno vermouth in four magazines and five New York dailies. 21 Brands Inc. is the distributor.*

POSED BY LOUIS NYE, APPEARING ON THE STEVE ALLEN SHOW, NBC-TV

How to become the apple of the boss' eye . . .

(without polishing any)

It's easy as apple pie! Just give the boss these delicious facts. Paper costs represent about 25% of the average printing job. And by switching to Consolidated Enamels, he can save as much as 20% *without cutting quality.*

These savings are possible because Consolidated specializes in the manufacture of enamel printing papers. By using its own modern methods, Consolidated eliminates several costly manufacturing steps while maintaining finest quality.

THE FINISHING TOUCH! Ask your Consolidated Paper Merchant for free trial sheets. Have your printer make a test run to compare performance, quality, costs. Then watch the boss' eyes shine up.

Available only through your Consolidated Paper Merchant

Consolidated enamel printing papers

A COMPLETE LINE FOR OFFSET AND LETTERPRESS PRINTING
Consolidated Water Power & Paper Co. • National Sales Offices: 135 S. LaSalle St., Chicago 3, Ill.
World's largest specialist in enamel printing papers

Only the

ROTARIAN

brings your sales message to this concentrated

"action audience"

Every copy reaches an active businessman who can make a decision to buy your product!

79% are active in business management!

90% play an active part in company buying!

84% are active homeowners!

54% are in companies operating 1,265,217 trucks!

82% are active travelers! (more than 12 trips a year)

53% actively influence civic government buying!

and . . . this "man-of-action" has an average income of $14,429 to make him an active customer for insurance, travel, sporting goods and clothes.

THE ROTARIAN reaches 354,620 "men-of-action" at the low, low cost of only $3.72 per thousand!

SEND FOR YOUR FREE COPY OF Market Facts, Inc., complete study of the ROTARIAN reader—the man who can buy your product—today!

ABC AUDITED PAID CIRCULATION

The Rotarian

AN INTERNATIONAL PUBLICATION

1600 RIDGE AVE., EVANSTON, ILL.

IN LATIN AMERICA . . .

Revista Rotaria is a key publication reaching 41,695 readers. Send for Market Facts, Inc., study of this important export market.

D'Arcy Author Tells How to Use Sales Promotion

"Sales Promotion That Gets Results," by Howard M. Turner Jr., D'Arcy Advertising Co., covers promotion of both industrial and consumer goods. The book includes pointers to help develop sales presentations for salesmen, to get more advertising and promotion support from dealers, to get more mileage from the advertising dollar and to develop promotion plans to sell products.

Publisher is McGraw-Hill Book Co., New York. Price is $6.50.

Christensen-Kennedy Names Silver Western Representative

Jack L. Silver has been named western representative of Christensen-Kennedy Productions, Omaha, and will open an office at 10645 Valley Spring Lane No. 10, North Hollywood, Cal. He formerly was with Allen & Reynolds Advertising, Omaha.

Time Inc. Sales $245 Million in '58; Net, Ad Income Dip

NEW YORK, April 8—In spite of the business and advertising recession of 1958, Time Inc. reported revenue from sales last year as the second highest in its history, totaling $245,107,000, compared with $254,096,000 in 1957.

Net advertising revenues amounted to $157,000,000, a drop of 7.6% compared with 1957; in that year advertising income totaled $170,000,000.

Net income for the year was $8,737,000, equal to $4.47 a share, compared with $12,024,000, equal to $6.15 a share, in 1957. Dividends paid in 1958 amounted to $3.25 per share, totaling $6,353,000, compared with $3.75 per share and $7,326,000 in 1957.

■ In the annual report mailed to stockholders by Maurice T. Moore, chairman, and Roy E. Larsen, president, it was stated, "In keeping with the finding by *Life's* Study of Consumer Expenditures that five major magazines offered a greater advertising audience than any competing media, the company expanded its advertising of *Life* in 1958 in other general magazines, and is continuing the program on an even larger scale in 1959 . . .

"During the year Time Inc. inaugurated two separate advertising campaigns pointing out the value of advertising to the national economy and stressing magazine advertising in particular."

The company reported that a new printing press for *Life* is scheduled to be delivered by Cottrell Co. during 1959, and that contracts have been let for installation in 1960 and 1961 of a new subscription record system, which will utilize the latest developments in electronic mechanisms.

St. Francisville Paper Co., owned 50-50 by Time Inc., and Crown Zellerbach Corp., is expected to complete its new mill at St. Francisville, La., within the next few months. The mill, managed by Crown Zellerbach, will produce machine-coated paper of the highest quality.

Substantial progress in the construction of the new 48-story Time & Life Bldg., in New York, was reported, with completion scheduled for late 1959. The building is owned by Rock-Time Inc., 55% of the stock of which is owned by Rockefeller Center Inc. and 45% by Time Inc. It will be managed by Rockefeller Center Inc. #

Art Metal Promotes Two

Warren P. Fisher has been named advertising production manager and George M. Lasezkay has been promoted to manager of publication advertising of Art Metal Construction Co., Jamestown, N. Y. Mr. Fisher joined the company in 1946, and Mr. Lasezkay came to Art Metal last year as assistant to the advertising director.

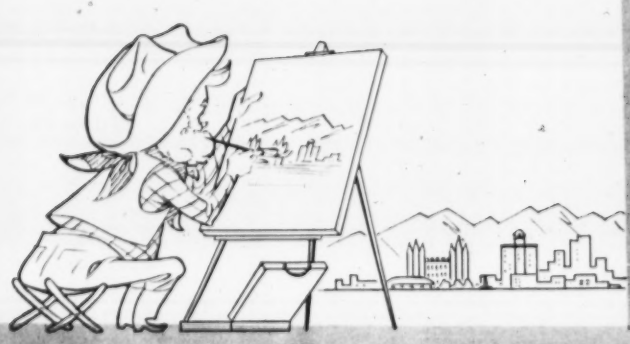
Telautograph Names Weinberg

Telautograph Corp., Los Angeles, has appointed Milton Weinberg Advertising, Los Angeles, to handle all advertising for the electronics company, including the Telescriber, Olivetti Teletypewriter and Telautovision divisions, and Teletronic Security Systems, a subsidiary. Telautograph previously was a direct advertiser.

U.K. Ad Expense Summary Out

The January, 1959, *Statistical Review of Press Advertising*, a quarterly summary of newspaper ad spending volume in Britain, given by product in product groups, has been published by Legion Publishing Co., Breams Bldgs., E.C.4, London. It is available from the publisher for £1.12.6d ($4.55).

SALT LAKE IS... COLOR-FUL!



Among all the newspapers of the nation, no matter what their circulations and locations, Salt Lake's newspapers rank high in ROP Color Advertising Linage for 1958.

10 new units of Goss Headliner Press are now in operation to produce finer printing and increase color availabilities.

You can reach . . . and sell . . . the 1⅓ million persons in the colorful Intermountain Market with one newspaper buy.

There's more to Salt Lake than Salt Lake

Morning Only The Salt Lake Tribune* 2nd	Evening Only Deseret News & Telegram* 2nd
1. Chicago Tribune	1. Milwaukee Journal
2. **Salt Lake City Tribune**	2. **Salt Lake Deseret News Telegram**
3. St. Louis Globe-Democrat	3. Long Beach Independent-Press Telegram
4. Los Angeles Times	4. Atlanta Journal & Constitution
5. Miami Herald	5. Dallas Times-Herald
6. New Orleans-Times-Picayune	6. Seattle Times
7. Long Beach Independent	7. San Diego Tribune
8. Cincinnati Enquirer	8. Houston Chronicle
9. Dallas News	9. Toronto Telegram
10. Atlanta Constitution	10. Birmingham News

Daily and Sunday
The Salt Lake Tribune (Morning & Sunday)*
5th

*MEDIA RECORDS

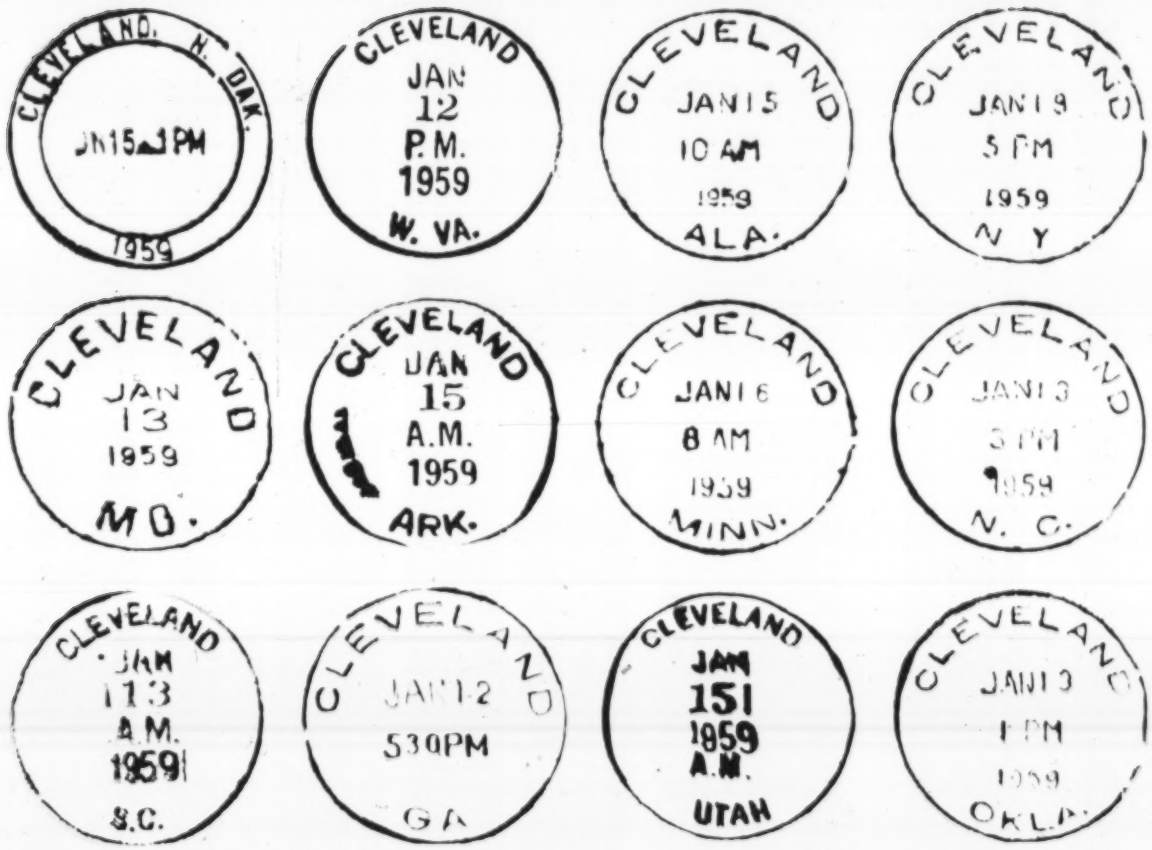
The Salt Lake Tribune (MORNING & SUNDAY)

NEWSPAPER AGENCY CORPORATION NAC

DESERET NEWS AND Salt Lake Telegram (EVENING)

Represented Nationally by MOLONEY, REGAN & SCHMITT, Metro Comics Network

The postmarks are actual reproductions



Grit goes to 16,000 small towns to give you balanced national coverage

In Cleveland, Ohio, Grit readers are few and far between . . . and the conventional mass magazines are all over the place. But in some 16,000 small towns (including most of the *other* 23 Clevelands in the U.S.A.) it's a different story. For Grit is the publication with concentrated small-town coverage. That's why Grit is great for counteracting the metropolitan overemphasis of other media. A small investment buys a big Grit campaign . . . and no other publication can do what Grit does to give you *balanced national coverage*.

GRIT

AMERICA'S GREATEST FAMILY NEWSPAPER

Grit Publishing Co., Williamsport, Pa.

Represented by Scolaro, Meeker & Scott, Inc., in New York, Chicago, Detroit and Philadelphia, and by Doyle & Hawley in Los Angeles and San Francisco

Slump Forced Harder Look at Marketing: Adams

C-E Head Says Lockout of Marketing Concept Cuts Agency's Life Expectancy

NEW YORK, April 8—If nothing else came out of last year's recession, it "opened up a flood of new industry, business and advertising agency enthusiasm for more basic study in how to market the volume of goods being turned out by an ever-bigger, increasingly efficient national production machine."

That's the opinion of Thomas B. Adams, 39-year-old president of Campbell-Ewald, Detroit. Mr. Adams spoke today at a media awards session sponsored by *Media/scope*.

Mr. Adams, who became head of his agency in February, 1958, said more marketing planning is now being aimed at showing that economic sags are caused, not by too much production, but by "lack of marketing capacity" for creating consumer wants.

He said marketing techniques lag by "at least two decades" behind production efficiency and production capacity.

■ "More than a decade of this lag can be traced to those times in the past when products have moved into consumer hands on waves of war-inspired wants—wants that were often so panicky in nature that consumers could not distinguish between good and bad products," he said.

"A good deal more of marketing's lag behind production capacity can be traced to a long epidemic of economic blindness—the failure to see that production capacity and production efficiency by themselves never support a sustained climb to better standards of living," he said.

"The history of the advertising agency role in the long chain of the total marketing process," he continued, "has always been one of serving as a sometimes strong link. A good many agency management people feel with great conviction that the present expansion of some agencies into broader areas of client market planning than just those activities specifically concerned with developing and placing the advertising story is all wrong.

■ "Among the students of that school of opposition are those who have already tied their agencies' future to the total marketing concept—and they don't even know it. This state of unawareness is psychological and easy to diagnose. It stems from trying to identify the issues involved as being solely and wholly related to how far should the agency go in participating in the client's business.

"And this narrowing of the room in which to look for the right answers to the total marketing center issue has the further effect of generating panic about how to meet the challenges that will have to be met by advertising agencies in the future. It also negates any stature which advertising agencies have earned for themselves up to now."

Mr. Adams said he didn't know how long it would take for agencies "to be swallowed up" by the total marketing concept.

■ "I believe, however, that the agency which continues to lock out the total marketing center concept has a life expectancy slightly shorter than was the life expectancy of passenger operation profits for railroads ten years ago," he said.

Mr. Adams urged admen to start preparing to market the products of the future, which he described as "so revolutionary as to require the founding and establishment of marketing climates for which no counterparts exist today."

Terming research "one of the most neglected areas of marketing effort," Mr. Adams said the basic study of how to market better "has been sadly neglected at three self-interest levels of responsibility—the agency, the media supplier and the client."

He said the media supplier "has yet to scratch the surface of his potential for helping to develop better marketing techniques." The supplier, he added, "devotes too much time and money to 'confirmation' projects"—research that proves he is first in his field.

■ Mr. Adams, who declared himself to be in favor of upgrading the media-buying function, said his agency had recently decided to spend more than $2,000,000 to strengthen its media department operations with electronic data processing equipment. #

'Progressive Farmer' Buys Birmingham Printing Co.

Progressive Farmer Co., Birmingham, has contracted to buy all the capital stock of Birmingham Printing Co. for more than $500,000. DeWitte T. Cross Jr., president of Birmingham Printing, will continue as president of the printing company, which will operate as a subsidiary of Progressive Farmer Co. Mr. Cross also will become a stockholder in and an officer of Progressive Farmer Co. when printing operations of both companies are consolidated into the Birmingham Printing Co. division of Progressive Farmer Co.

Birmingham Printing prints a number of weekly and monthly publications.

Arvey Names Cruttenden

Arvey Corp., Chicago, maker of advertising display materials, has named Cruttenden Advertising, Chicago, to handle advertising for its R-V-Lite and Lamcote divisions. Frederick C. Williams & Associates, Chicago, is the former agency.

MEET THE
MUNICIPAL MARKET

These mayors and city managers, 7,500 strong, from coast to coast, are heavy spenders in the municipal market. Your sales message in their quarterly magazine can help them make better investments of public funds. Give them your facts and figures!

This monthly textbook on law enforcement commands the respect and attention of more police chiefs and executives everywhere. Its focused issues can spotlight your products and services for this field and help you make volume sales. Five year success record. 11,325 audited circulation!

BPA NBP

MAYOR and MANAGER
LAW and ORDER
72 West 45th Street • New York 36, N.Y.

WHICH ONE?—*The six outdoor poster designs above were developed by Ford Motor Co. and its agency, J. Walter Thompson Co. But only one was to be selected for the auto maker's spring campaign for station wagons.* ADVERTISING AGE *invites readers to try their hand at picking the poster that Ford will use this year (the other five will be adapted for dealer showrooms). After you have made your selection, turn to Page 70 and see which one Ford picked for its outdoor campaign.*

NO TWO RATINGS ARE EXACTLY ALIKE

ABC Television, for example, doesn't always have five shows in Nielsen's top ten.* Sometimes it's four – or three.

And it's not always the same shows. *Maverick* and *Rifleman* are consistently there. *Wyatt Earp, The Real McCoys, Cheyenne, Sugarfoot* are familiar names in the top ten listings... but they don't *all* make it *all* the time.**

(When they don't, though, they're not far behind.)

We don't always dominate the same number of time periods, either. One report will show us leading the field (No. 1 in 18 half hours). Another will show us in second place (tops in 13 half hours).†

Not *every* Nielsen will prove ABC to be No. 1 network four out of seven nights a week. Every once in a while, we're tops in only three.***

But Nielsen after Nielsen, one thing is consistent.

ABC is consistently going right to the top.

Go right to the TOP...go ABC-TV

ABC TELEVISION

Source: National Nielsen Reports, Nov. '58 – Feb. '59. *1st Feb. Report, Average Audience Basis. **Total Audience and/or Average Audience Basis. ***Sun.-Sat. 7:30-10:30 PM all sponsored evening programs. †Nielsen 24-Market TV Reports, weeks ending Mar. 14 & 21, 1959, Sun.-Sat. 7:30-10:30 PM.

Alderman & Hogarth Bows

Alderman & Hogarth, a new promotion agency, has opened offices at 19½ E. 62nd St., New York. Its services include merchandising kits, sales presentations, film strips and slides, exhibits, direct mail, etc. Principals are Harvey Alderman, free lancer, and William Hogarth, former art director of Select Magazines.

Bowling Group Names Taskett

Taskett-Hogle, Seattle, has been named to handle advertising for the Western Washington Bowling Proprietors Assn. About 20 agencies solicited the account.

A "MUST" FOR EVERY AGENCY

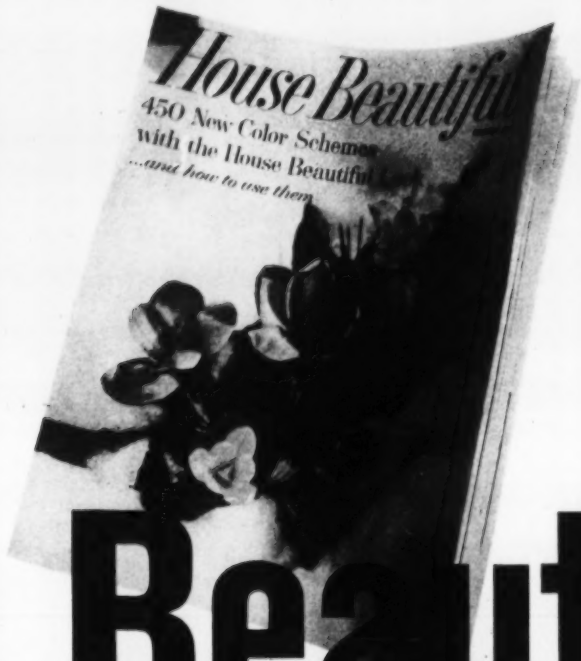
Ken Groesbeck's "Answers to 317 Advertising Agency Problems"

There is no other book like this. It offers you all the best of Groesbeck's columns which appeared in ADVERTISING AGENCY Magazine, and which are now a regular feature in ADVERTISING AGE. It evolved out of his vast experience as an agency owner, as vice president of McCann-Erickson, and of Ruthrauff & Ryan, and particularly from his current work as advertising agency consultant.

Questions answered cover agency establishment; new business selling; selling, buying and merging agencies; contact work; agency management; finance; creative work; media, marketing and research; handling people; maintaining morale. All of the subject matter is cross-indexed for your convenience—and the price is only $4.95 a copy, postpaid.

Try it for 10 days at our risk! Money back if you say so!

Moore Publishing Co., Inc.
50 West 38 St., New York 18, N. Y.
Send me ____ copies of Groesbeck's "Answers to 317 Advertising Agency Problems" at $4.95 a copy, postpaid.
☐ *Bill me.* ☐ *I enclose payment.*
Name _____
Company _____
Street _____
City _____ Z _____ State _____



Only House Beautiful Delivers Leadership Where it Counts... in Actual Sales !

Get more facts. Contact our representative at any of these offices:

NEW YORK
572 Madison Avenue
New York 22
PLaza 1-2100

ATLANTA
1447 Peachtree Street, N.E.
Atlanta 9
TRinity 4-8694

BOSTON
1132 Park Square Bldg.
Boston 16
HUbbard 2-2088

CHICAGO
11 North Wacker Drive
Chicago 6
FRanklin 2-0640

1ST IN ADVERTISING

P.I.B.'s 1958 Report shows HOUSE BEAUTIFUL to be unqualified first choice among America's leading advertisers in the home field. Why? Sales Results! HOUSE BEAUTIFUL carried the most advertising pages of any national home magazine in 1958, leading its nearest competitor by 132 pages, and outranking the third publication by 423 pages, the fourth by 528 pages, and the fifth by 660 pages. Over 125 general advertisers used HOUSE BEAUTIFUL *exclusively* in the home field last year.

1ST IN HIGH-INCOME READERS

HOUSE BEAUTIFUL's 1958 Audience Characteristic Study conducted by Bennett-Chaikin Associates, Inc. confirms that HOUSE BEAUTIFUL's subscriber families are the prime market of heavy-buying, taste-leading families in the home field. Average Income: $15,715. That's 2½-times the national average...2½-times better prospects for your products. Your advertising dollar in HOUSE BEAUTIFUL buys a higher percentage (59.2%) of circulation among families with incomes of $10,000 a year or over than in any other home magazine.

1ST IN BUYING POWER

Bennett-Chaikin Associates' unique study "Two Peas In A Pod" establishes the fact that HOUSE BEAUTIFUL families buy more, replace more often, adopt more innovations. They spend more for products for the home than their next door neighbors of similar means, position and social status. Here are 730,000 Pace Setting families who can afford to buy...and do!

1ST IN CONSUMER BUYING INFLUENCE

Fact Finders Associates Inc. survey in leading stores demonstrates conclusively that HOUSE BEAUTIFUL's authority creates *direct* customer action for you...at a most economical cost. HOUSE BEAUTIFUL influences more customers, copy for copy, who come to buy products for the home than any other magazine.

1ST IN TRADE CIRCULATION

A published roster, by store name, of HOUSE BEAUTIFUL's paid trade subscribers proves that HOUSE BEAUTIFUL "Sells Both Sides of the Counter." No other magazine delivers the blanket readership among decision-making builders, decorators, architects, department store buyers and other retailers. Over 60,000 top professionals who actually buy and *move* your merchandise. By documentation, this is the largest published paid trade circulation of any national consumer magazine.

House Beautiful **SELLS BOTH SIDES OF THE COUNTER!**

A Hearst Key Magazine.

CLEVELAND
720 Keith Bldg.
Cleveland 15
MAin 1-9440

LOS ANGELES
1709 West 8th St.
Los Angeles 17
HUbbard 3-7591

MIAMI
1202 Chamber of Commerce Bldg.
Miami 32
FRanklin 1-0376

TYLER, TEXAS
P. O. Box 3142
Tyler
LYric 3-3948

LOUISVILLE

A Major Midwestern Industrial Market in the Ohio River Valley—the Ruhr of America—where one Daily Newspaper Combination reaches 9 out of every 10 families

SELL LOUISVILLE FOR ALL IT'S WORTH!

The Courier-Journal
THE LOUISVILLE TIMES

392,839 DAILY COMBINATION • 311,073 SUNDAY
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

Filter Kings Reach for Bigger Bite of British, World Cigaret Markets

Rothmans Says Its Long Smoke Is World's No. 1; Pursues British Leaders

By Mark Random

LONDON, April 7—When W. D. & H. O. Wills, one of Britain's major tobacco companies, launched a new king-size filter cigaret—Kingsway—the company used 15-second tv spots nightly in the London area, plus large-space ads, up to page units, in evening newspapers throughout the launching period.

The advertising theme: "Smoke the big way, the modern way, Kingsway."

The pack, designed by Norman Swift, of Masius & Fergusson Ltd., the Kingsway agency, is a flip-top box in red, white, gold and gray.

The cigarets were supplied to retailers in a counter container in the same colors. Point of sale support included window bills and shelf strips.

■ Kingsway is the first king-size cigaret launched by Wills, the second marketed by Imperial Tobacco Co., the combine in which Wills is a partner. Churchman, another Imperial unit, launched its Churchman-K brand, a king-size cigaret, in October last year. Imperial has long dominated the tobacco trade here.

Gallaher's, the main rival of Imperial, has not yet entered the field with a king-size filter, although it has been expanding its production of regular filter cigarets.

Kingsway, selling at 3/11d, (55¢), completed Wills' range of filter cigarets. It has filter-tip Woodbines at the 35¢ level and Bristol filters at 46¢. These are the ruling price levels in Britain for filter cigarets.

■ Introduction of Kingsway underlines the increasing importance of the filter-tip market here.

Great Britain is one of the heaviest smoking countries in the world. In 1958, more than 100 billion cigarets were sold in the country (compared to 424 billion in the U. S.). They are sold in packages of 5, 10, 20, 25, 50 and 100, with the 10 and 20 packs the most popular.

Filter-tips accounted for 10% to 12% of the market last year, compared to a share of 6% to 7% in 1957.

The king-size filters, which now account for only 1% to 2% of the total market, have made the greatest percentage gains. Their sales tripled in the past 16 months.

Rothmans became the first British manufacturer to market a long filter cigaret, in 1957. This was four years after the company was acquired by Rembrandt Tobacco Co. of South Africa.

■ Rembrandt introduced king-size cigarets in South Africa in 1952. With its entry into British and Canadian markets through Rothmans, Rembrandt is now claiming in ads that its Rothman king-size is "the world's largest selling king-size Virginia cigaret."

Rembrandt, a rising factor in the world tobacco industry, took over another British cigaret company, Carreras Ltd., last November, and at the annual meeting of Carreras the new management showed why it is banking on the future of the filter. Anthony E. Rupert, the 42-year-old South African who is the new chairman of Carreras, reported on the growing market throughout the world for filter cigarets.

■ Of Carreras advertising Mr. Rupert said: "The cost of Carreras' sales organization is in comparison [with Rembrandt] . . . appreciably higher, whereas the proportion of their advertising cost is lower.

"One gets the impression that advertising has been considered a 'residue' expenditure—that is, first see what you have left in the kitty and then decide on how much you will advertise. This cannot be our approach, because it is dangerous in a highly competitive industry such as ours."

The Rembrandt/Rothman/Carreras group of companies now commands sales of well over $280,000,000, said Mr. Rupert. In the British Commonwealth, where the group has concentrated on forging ahead, they are now considered one of the "big two," he added.

Imperial Tobacco and Gallaher's together account for an estimated 90% of total cigaret sales in Britain itself. Rembrandt, which in Britain now consists of Rothman and Carreras, accounts for about 5%.

Amalgamated Tobacco Corp., which recently ceased production of the Greenwich filter cigarets, was "squeezed out by the sheer size of its rivals," according to the company. #

JOIN THE WORLD SWING TO ROTHMANS KING SIZE FILTER

Doubly smooth—
the extra length plus finer filter

Compare

Compare

THE WORLD'S LARGEST SELLING KING SIZE VIRGINIA CIGARETTE

SUPERLATIVE—*Rothmans presses its claim to world leadership among king-size Virginia cigarets in this British newspaper ad.*

Wonder Why
you've been seeing this envelope so much lately?

Because more Chicago agencies have discovered it contains proof of quality

The envelope with the kn is showing up in agency offices because it has been getting a reputation.

A reputation confirmed daily by the kind of work that shows the knowing touch of people who take pride in producing something better.

And *people* . . . not machines . . . make *good* engravings. Because we have the finest professionals . . . kn *produces engravings which equal or excell any in America today.*

the benchmark of quality

kn photoengravers

Day and Night Service

KIEFFER·NOLDE
160 East Illinois, Chicago • DElaware 7-5500

IN ILLINOIS' RICH LAND OF LINCOLN

WICS DELIVERS NBC UNDUPLICATED COVERAGE TO 200,000 TV HOMES AT LOWEST COST PER 1,000

4:00 3 STOOGES
SPOTS NOW OPEN
LOW WICS "C" RATES

WICS

• NBC TELEVISION
SPRINGFIELD-DECATUR, ILL.
AVAILABILITIES: YOUNG

FORM **1040**
U. S. Treasury Department
Internal Revenue Service

U. S. INDIVIDUAL INCOME TAX RETURN—1958

or Other Taxable Year Beginning ..... 1958, Ending ..... 195..
(PLEASE TYPE OR PRINT)

Name .....
(If this is a joint return of husband and wife, use first names and middle initials of both)

Home address .....
(Number and street or rural route)

(City, town, or post office) (Postal zone number) (State)

Your Social Security Number | Occupation | Wife's Social Security No. | Occupation

If Income Was All From Sala... Wa... ge 3 of the Instructions.

Exemptions

1. Check blocks whic... exemptio... Yourself ☐ Wife ☐ Enter number of exemptions checked →
Check for wife if she... exempt... Yourself ☐ Wife ☐
income or her in... exemptio... ...urself ☐ Wife ☐
included in this ret...
2. List first names of y... ... number ...dren →
qualify as depende...
address if different ...
3. Enter number of ... persons lis... at ...
4. Enter the total nu... of exemptio... and ...

Income

5. Enter all ... and other ... cluding any ...
er over yo... uctions, pp. 5-6)
tate) ...ne Tax Withheld
$ ...
$ ...
6. Le... sick pay ...
7. Balance (line 5 less line 6, ... $ ...
8. Profit (or loss) from business ...
9. Profit (or loss) from farming ...
10. Other income (or loss) from ...
11. ADJUSTED GROSS INCC... $

If either you or your wife had more than one employer and the social security tax (FICA) withheld from wages exceeded $94.50, see instructions, page 5.

Unmarried or legally separated pe... Head of Household," see instructions, pag... and check here ☐ | Widows and widow... special ... p... who are entitled to the ... 8, and check here ☐

12. Tax on income on line 1... (Ask your wife) ...ter ... ...ine ... ...or more, or Table on page 16 of inst... ...ar ... ...age ... if you itemize deductions. ...mount from line 9, page 2) $

Tax due or refund

If income was all from wages, omit lines 13 through 16

13. (a) Div... ...e 9 of Schedule J ... $
(b) Retir... ...ncome credit from line 12 of Schedule K ... $
14. Balance (line 12 less line 13) ... $
15. Enter your self-employment tax from separate Schedule C or F ...
16. Sum of lines 14 and 15 ... $
17. (a) Tax withheld (line 5 above). Attach Forms W-2, Copy B ... $
(b) Payments and credits on 1958 Declaration of Estimated Tax (See page 8, instructions.) ● ... $
District Director's office where paid .....
18. If your tax (line 12 or 16) is larger than your payments (line 17), enter the **BALANCE DUE** here → $
Pay in full with this return to "Internal Revenue Service." If less than $1.00, file return without payment.
19. If your payments (line 17) are larger than your tax (line 12 or 16), enter the **OVERPAYMENT** here → $
If less than $1.00, the overpayment will be refunded only upon application.
20. Amount of line 19 to be: (a) Credited on 1959 estimated tax $.....; (b) Refunded $.....

Did you receive an expense allowance or reimbursement, or charge expenses to your employer? ☐ Yes ☐ No (See page 6.)
If "Yes," did ... an itemized accounting of expenses to your employer? ... ☐ Yes ☐ No
...husband) filing a sep... ...n for ... "Yes," ...

● ATTACH COPY B OF FORMS W-2 HERE ●

ARE YOUR INCOME TAXES UNFAIR?

"MR. O'ROURKE," the anonymous $200,000-a-year Chicago executive whose story appears in the April Ladies' Home Journal, maintains that Federal income tax unfairly penalizes the man who earns his own way. T. Coleman Andrews, former U. S. Commissioner of Internal Revenue, agrees—and adds, "This evil levy has made us a nation of liars and cheats."

This Journal article strikes home—and it also may strike you as an odd sort of subject for a women's magazine. It won't strike your wife as odd, though.

Ladies' Home Journal editors know that women enjoy a Daphne du Maurier story as much as a recipe...studying a Mainbocher fashion as much as learning about Russia's ten most influential women or about interior decoration or income taxes. *Because women enjoy being women.* This is why—for the enjoyment of it—over 5,850,000 bought the March issue of Ladies' Home Journal, the world's largest magazine for women.

Advertisers feel Journalpower—they tell us so. For instance, the maker of a beauty product began, ten years ago, to advertise to women—in Ladies' Home Journal. Sales began to climb. Recently, an auditing index showed that the product had become the leading brand, in sales, in the United States! In other words, *Journalpower...plus womanpower...equals salespower.*

Never underestimate the power of the No. 1 magazine for women...

Ladies' Home JOURNAL
A CURTIS PUBLICATION

NO. 1 IN CIRCULATION ★ NO. 1 IN NEWSSTAND SALES ★ NO. 1 IN ADVERTISING

SHERATON

HOTEL RESERVATIONS

Coast to Coast in the U. S. A. and in Canada

Call any of these numbers:

NEW YORK—CHickering 4-0700 LOS ANGELES—DUnkirk 2-7171
CHICAGO—WHitehall 4-4100 SAN FRANCISCO—EXbrook 2-8600
DETROIT—WOodward 1-8000 PHILADELPHIA—LOcust 8-3300

4-second electronic RESERVATRON or Direct-Line Teletype

in these and other principal cities give you fast free room reservations in 38 cities, coast to coast in the U.S.A. and in Canada.

Planning a convention? *Write for Sheraton's 96-page facilities booklet. Address Sheraton Corp., 470 Atlantic Ave., Boston, Mass.*

SHERATON HOTELS

EAST

NEW YORK	SPRINGFIELD, Mass.
BOSTON	ALBANY
WASHINGTON	ROCHESTER
PITTSBURGH	BUFFALO
BALTIMORE	SYRACUSE
PHILADELPHIA	BINGHAMTON, N.Y.
PROVIDENCE	(Opens early 1959)
ATLANTIC CITY	

MIDWEST

CHICAGO	INDIANAPOLIS
DETROIT	FRENCH LICK, Ind.
CLEVELAND	RAPID CITY, S. D.
CINCINNATI	SIOUX CITY, Iowa
ST. LOUIS	SIOUX FALLS, S. D.
OMAHA	CEDAR RAPIDS, Iowa
AKRON	

SOUTH

LOUISVILLE	AUSTIN
DALLAS	MOBILE, Ala.
(Opens early 1959)	

WEST COAST

SAN FRANCISCO	PORTLAND, Oregon
LOS ANGELES	(Opens fall 1959)
PASADENA	

CANADA

MONTREAL	NIAGARA FALLS, Ont.
TORONTO	HAMILTON, Ont.

Butler Type Design Publishes 'Display Typefaces Handbook'

"Practical Handbook on Display Typefaces for Publication Layout," No. 6 in a series of handbooks by Kenneth B. Butler and George C. Likeness, has been published by Butler Typo-Design Research Center, Mendota, Ill. The 176-page book is illustrated with approximately 1,500 specimens of display type faces.

The cloth-bound edition is $7.50; the paper-bound edition is $5.

Kameny Incorporates

Kameny Associates, New York, has incorporated and has named Seymour Kameny chairman of the board, Nat Kameny president and Ray Solomon exec vp. All three were instrumental in founding the agency 13 years ago. Kameny also has elected Alan Peers, executive art director, a vp, and has named Norman Dorff, formerly with Ehrlich, Neuwirth & Sobo, production manager.

COCO-LOSSAL—*Kellogg Co., Battle Creek, is introducing its Cocoa Krispies market by market via color and b&w ads in newspapers and Sunday comics, plus spot tv. The campaign is moving into the West and Midwest. Leo Burnett Co., Chicago, is the agency.*

'National Grange' Sets Baking Contest Tie with Advertisers

SPRINGFIELD, MASS., April 7—*National Grange Monthly* will sponsor a national baking contest among Grange members this fall with strong tie-ins for co-sponsoring companies.

Contestants, who will vie for $50,000 in merchandise and cash awards in three categories, must use a sponsor's product where a recipe calls for such an ingredient.

In addition, sponsors will get a page ad in the "Operation store contact—baking" brochure to be distributed by members of the Grange home economics committees in local areas. This operation is designed to explain the contest to retailers and promote the sponsors' products.

To qualify as a co-sponsor, a company must take a minimum of three pages of advertising in the *National Grange Monthly* and pay a $1,500 fee for the store contact promotion.

The magazine said it expects to have 12 co-sponsors. Thus far, it lists the following companies which will participate: General Mills (Gold Medal flour), Standard Brands (Royal baking powder, Fleischmann's yeast), Penick & Ford (Brer Rabbit molasses), Best Foods (Skippy peanut butter) and Procter & Gamble (Crisco). =

Two California Utilities Appoint Stiller-Hunt

Stiller-Hunt Advertising, Los Angeles, has been named to handle a special advertising and sales promotion program in 11 Southern California counties for Southern California Gas Co. and Southern Counties Gas Co., both of Los Angeles. The special program will be aimed at the new home market. McCann-Erickson will continue to handle all other advertising for the gas utilities.

Oppenheim Named Head of New Walden, Sons Office

Ramsey S. Oppenheim has been named Pacific Coast manager of Walden, Sons & Mott, publisher of seven publications in the paper and graphic arts field. Walden currently is establishing an office at 140 Geary St., San Francisco. Mr. Oppenheim formerly was editor of *Pacific Printer*.

Tucker Joins 'Institutions'

Harold Tucker has been added to the New York sales staff of *Institutions Magazine*. He formerly was national sales manager of *Diner Drive-In*.

In the past 5 years:

32%.....INCREASE in Bank Debits
17%.....INCREASE in Car Registrations
55%.....INCREASE in Telephone Toll Calls
219%.....INCREASE in Industrial Gas Consumption
79%.....INCREASE in Value of Building Permits
32%.....INCREASE in Commercial and Industrial Electric Power Consumption.

THE ANN ARBOR NEWS offers 100% more week-day coverage in Ann Arbor than ALL 3 Detroit papers combined. Are you making use of this top sales force in the one Michigan market you can't afford to miss? We'd like to tell you more about the unique features of our quality market which make it a city of opportunity. You can get the facts from one of our Booth representatives listed below or by writing directly to us.

THE ANN ARBOR NEWS

NATIONAL REPRESENTATIVES: A. H. Kuch, 260 Madison Ave., New York 16, MUrray Hill 5-2476 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

Meet a North Bay, Ontario

EXPLOSIVES WORKER

WHILE FRANK CRESSEY'S HOBBY is sculpture, his full-time job is in DuPont's giant new commercial explosives plant, in North Bay, Ontario, where industry is booming as never before.

Look at the facts:

- The new $7,000,000 DuPont plant, the most modern of its kind in North America, is now in full operation producing explosives for Canada's great mining industry.
- A giant new Canadian Johns Manville plant is now in full swing, using natural resources from the area to produce insulating board and wall panelling for a Canada-wide market. This new plant represents a major portion of a $65,000,000 Canadian Johns Manville expansion program in this country.
- A new 1400 bed $7,000,000 Ontario Hospital, employing a staff of 600 has recently been opened at North Bay.

These examples are just some of the good reasons why North Bay's 21,020 people can now boast a family income of $6,420.00 annually and the city's retail sales figure stands at $35,215,000.

To sell North Bay, *you must use* The DAILY NUGGET, *the* Daily Newspaper in North Bay. It gives over 100% coverage of the households in North Bay—over 85% coverage of the entire North Bay retail trading zone.

FREE MARKET INFORMATION

Ask your Southam representative for a free booklet featuring complete up-to-date market information on North Bay.

IN CANADA YOU GET **ACTION** WHEN YOU ADVERTISE IN

THE SOUTHAM NEWSPAPERS

OTTAWA *Citizen* **HAMILTON** *Spectator* **NORTH BAY** *Nugget* **WINNIPEG** *Tribune*
MEDICINE HAT *News* **CALGARY** *Herald* **EDMONTON** *Journal* **VANCOUVER** *Province**

*Published for Pacific Press Ltd.

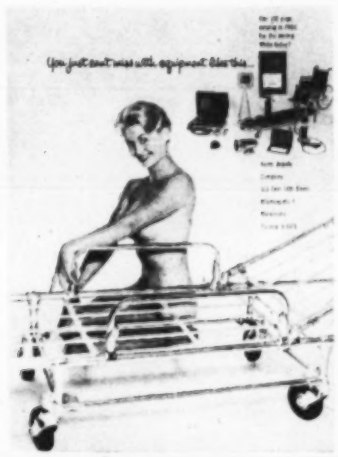
TORONTO—The Southam Newspapers, 388 Yonge St., K. L. Bower, Manager
MONTREAL—The Southam Newspapers, 1070 Bleury St., J. C. McCague, Manager
GREAT BRITAIN—F. A. Smyth, 34-40 Ludgate Hill, London E.C. 4, England
UNITED STATES—Cresmer & Woodward Inc. (Can. Div.), New York, Detroit, Chicago, San Francisco, Los Angeles, Atlanta

PHOTO REVIEW OF THE WEEK

Mogul Klein Rose Falk

NEWSPAPER MILESTONE—*Park & Tilford Distillers Co. launched a new campaign April 1 for its liquor brands; the ad is reportedly the first in which a national liquor advertiser has used double-truck space with illustrations bleeding into the gutter. Shown studying the first proofs in the press room of the New York Times are Emil Mogul, president of Mogul, Lewin, Williams & Saylor, P&T's agency; Edward Klein, senior vp at Mogul; Sanford B. Rose, P&T advertising director, and Max Falk, the Times' national ad director.*

WHO?—*Why it's the new Bank of America campaign with this owlish theme on outdoor posters, car cards and traveling displays in California during April. Johnson & Lewis, San Francisco, is the agency.*



FIRE FIRE—*Kelco Supply Co., Minneapolis, says firemen are clearing the smoke out of their eyes fast to read ads like this for its fire-fighting equipment. The agency is Jaffe-Naughton-Rich, Minneapolis.*

Jones Sandborg Nagai Leonhardt Giddings Getz Rader

COUNTDOWN—*These are not technicians at Cape Canaveral but principals of Getz & Sandborg, Beverly Hills agency, with a very unusual birthday cake. Not oddly enough, most of the agency's staff has had experience in the aircraft, missiles and electronic industries. Dick Getz is president and Ted Sandborg, exec vp. Other staff members shown here are Tom Jones, Pat Nagai, Pearl Leonhardt, Pollie Giddings, and Allan Rader.*

FORE!—*Wilson Sporting Goods Co. is promoting its new Staff ball with this life-like painted bulletin, featuring golfer Sam Snead, in areas in Southern California during a four-month period. Roche, Rickerd & Cleary, Chicago, is the agency.*

McCarthy Sive Ostrander Read Hessler

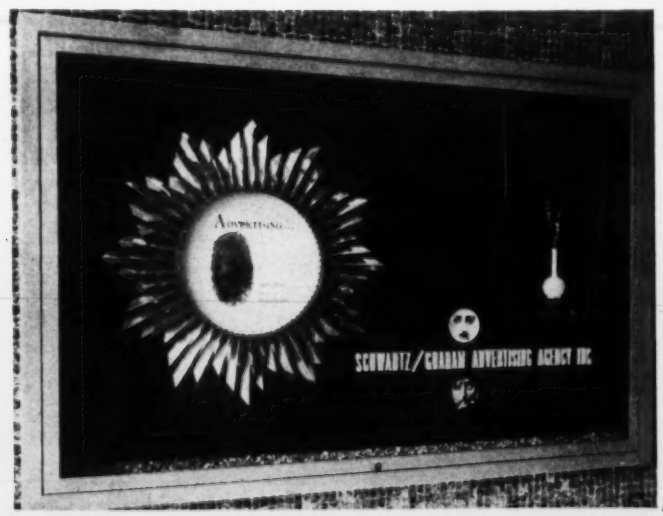
BIRTHDAY CELEBRATION—*On the occasion of Leonard M. Sive & Associates' 21st birthday, Leonard Sive, president of the Cincinnati agency, celebrates with some Cincinnati media people: Dick McCarthy, local sales manager; Roger Read, general manager, and Dick Ostrander, account executive, all of WKRC-TV, and William Hessler, Enquirer columnist.*

NON-ATOMIC ERA—*If you like nostalgia, you'll like this picture supplied by National Distillers of the top dogs of the Sunny Brook baseball team of St. Louis in 1916. The movie house behind is featuring Pearl White in "The Iron Claw," a real chiller diller. The nostalgia for National Distillers in this picture is that federal excise tax on whisky was $1.10 a gallon, or 22¢ a fifth, compared with $10.50 a gallon today.*

TALL—*Masonite Corp., Chicago, is using this four-color page in the April Sunset Magazine to promote its floor-to-ceiling doors for the first time in a consumer medium. The ad was prepared by Buchen Co., Chicago.*

Azcaraga Vaamonde Stanton

SALUDOS—*Pictured at a cocktail party in Mexico City to introduce the new manager of Young & Rubicam's Mexico office are the new manager, J. H. Vaamonde; his predecessor, J. B. Stanton, who is setting up his own film producing and distributing business, Cine Publicidad, S. A.; and Don Emilio Azcarraga, Mexican industrialist and radio-tv pioneer.*



'PRINT' SHOP—*Schwartz/Graham Advertising Agency, Miami, is using this Florida-like sunburst window display to promote itself. Shadow box shows agency's slogan on a platter: "Advertising . . . Individual as a thumbprint." Impressionistic portraits above and below corporate name show the agency partners—A. J. Schwartz and Beatrice Graham.*

the one to grow on

1958
$9,422,823*
(15th among all magazines)

1957
$6,681,228
(21st among all magazines)

1956
$4,566,529
(28th among all magazines)

1955
$2,946,955
(39th among all magazines)

*And first quarter of 1959 is again up, by 25%. Source, P.I.B.

SPORTS ILLUSTRATED is the growth magazine in advertising today. Last year it posted the largest page gain of any magazine. The reason? The five-figure income families of America are spending more and more of their time on sports and the good life every year. And in the past decade, the number of these families has increased 8 times as fast as the rest of the population. Strengthen your media list by adding the one to grow on—

SPORTS ILLUSTRATED

FOOD SALES?

$245 million in Georgia's money belt

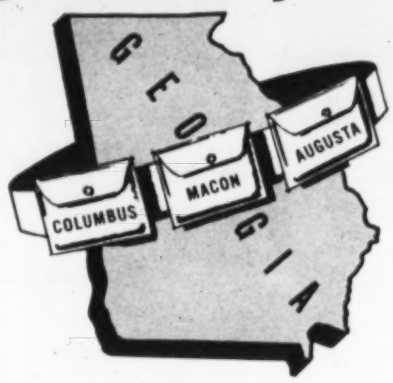
Buy the Georgia Group to blanket the Augusta-Columbus-Macon retail trading area . . . with its $245 million in grocery money. It's one order . . . one bill . . . one check. Combination rate gives savings up to 10% on each ten thousand lines.

For **coverage** in the Peach State, it's Atlanta **plus**

THE Georgia Group

AUGUSTA Chronicle and Herald
COLUMBUS Ledger and Enquirer
MACON Telegraph and News

Represented Nationally by THE BRANHAM COMPANY



Keebler Markets New Cookie

Keebler Biscuit Co., Philadelphia, will introduce a new cookie, Virginia Reels, in its East Coast market areas in April and May. A new tv commercial featuring a jingle set in the mood of a square dance with caller, fiddles and chorus, will be used to promote the new product. Lewis & Gilman, Philadelphia, is the agency.

Cowle Named KBIZ Exec VP

Dale Cowle, formerly promotion manager of KDAL and KDAL-TV, Duluth, has been named exec vp and general manager of KBIZ, CBS Radio affiliate in Ottumwa, Ia. Don LeMasurier has been named to succeed Mr. Cowle as promotion manager of KDAL and KDAL-TV.

McKittrick Moves in Chicago

McKittrick Directory of Advertisers Inc. has moved its Chicago office to 75 E. Wacker Dr. Alice A. Quinn is in charge.

McGraw-Hill Unit on West Coast Adds 'Architect, Engineer'

NEW YORK, April 7—McGraw-Hill of California, San Francisco, subsidiary of McGraw-Hill Publishing Co., has purchased *Architect & Engineer*, Pacific Coast controlled-circulation monthly. It will be published by McGraw-Hill, beginning July 1, as *Western Architect & Engineer* and will be converted into a paid-circulation paper.

The San Francisco publication, which covers the western building field, will be the California company's second regional business paper. McGraw-Hill of California has published *Electrical West* since 1919, when it acquired what was then the *Journal of Electricity*.

George C. Tenney, president of McGraw-Hill of California, in making the announcement, said that the two publications "will render essential publishing services in the fast-growing building market of the 13 western states.

"There," he said, "utility, industrial, commercial and residential building is hard pressed to keep pace with a dynamic population growth that is bringing more than 1,000,000 people a year into the region."

■ Total circulation of *Architect & Engineer*, which was established in 1905, is reported by Standard Rate & Data Service to be 6,620, of which 1,434 is net paid. Its base advertising rate (b&w page, one time) is $225.

C. W. Leihy, editor and publisher of *Electrical West*, will become publisher of *Western Architect & Engineer*. At McGraw-Hill it was said it is too early to say what personnel changes, if any, will be made on the publication, but the company confirmed that it will convert the monthly to fully paid circulation as rapidly as possible, and that future advertising rates will be based on circulation developments. ≡

Bohmbach Resigns Burnett Post to Become Consultant

Dwight Bohmbach, for the past five years a copy supervisor with Leo Burnett Co., Chicago, is resigning as of April 15 to open his own consulting company, Dwight Bohmbach & Co., 743 N. Wabash Ave. The company will offer its services to advertisers and agencies.

Mr. Bohmbach has been supervisor on the Chrysler corporate account (a three-page b&w ad in *The Saturday Evening Post* last fall carried his byline [AA, Nov. 10]) and the U.S. Savings Bond account. Previously his assignments at Burnett included the Motorola, Brown Shoe Co., Allstate Insurance Co. and Harris Trust & Savings Bank accounts.

Ted Weber Buys WTTT

Ted and Janet Weber have purchased WTTT, Jacksonville, Fla., radio station, from Harold E. King. The Webers will be owner managers. Mr. Weber most recently was advertising manager of the *Philadelphia Daily News*. Before that he was an executive with WVUE, Philadelphia, and WGN Inc., Chicago. Mrs. Weber most recently was an account executive with Walter Schwimmer & Co. WTTT went on the air in 1957 with 250 watts; an application is pending for power increase to 1,000 watts.

R.O.P. Color Total Up

Total newspaper r.o.p. display color advertising amounted to 121,820,649 lines last year, according to Media Records. The 1957 total was 114,156,516 lines.

First for four [I] . . . in the 14th

WISH-TV is first in the nation's 14th television market . . . as it has been *in every survey* for the last 4 years! This great station serves almost 2,500,000 people with over $4 billion in buying income. Represented by Bolling.

SOURCES: ARB, NIELSEN, TELEVISION MAGAZINE, SALES MANAGEMENT

WISH-TV INDIANAPOLIS

A CORINTHIAN STATION *Responsibility in Broadcasting*

KOTV Tulsa • KGUL-TV Houston • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis

LATEST REPORT ON U.S. PAID CIRCULATION* OF THE BIG 3 SHOWCASE MAGAZINES

LIFE:	5,802,916
LOOK:	5,459,892
POST:	5,326,212
	16,589,020

STATES IN WHICH LIFE DELIVERS MORE CIRCULATION THAN LOOK OR POST

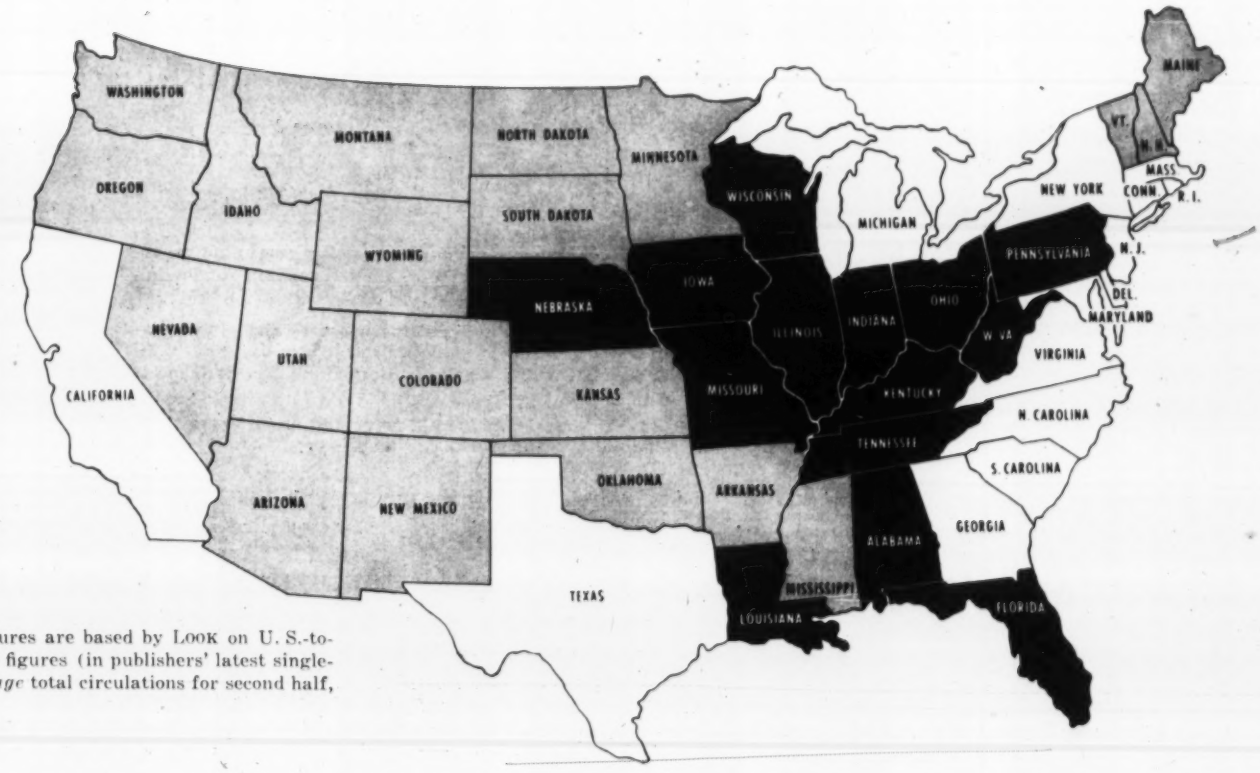
14 states and District of Columbia, accounting for 46.4% of U.S. population.

STATES IN WHICH LOOK DELIVERS MORE CIRCULATION THAN LIFE OR POST

14 states, accounting for 38.5% of U. S. population.

STATES IN WHICH POST DELIVERS MORE CIRCULATION THAN LOOK OR LIFE

20 states, accounting for 15.1% of U. S. population.



*National and state circulation figures are based by LOOK on U. S.-to-total and state-to-total percentage figures (in publishers' latest single-issue analyses) as applied to *average* total circulations for second half, 1958, issues.

It takes the great magazines to cover the world's greatest market: America. The figures above show how LOOK, LIFE and POST—America's Big 3, big-image, showcase magazines – cover the United States through average-issue circulation . . . through copies that are *bought and paid for*. While each of the Big 3 magazines reaches deep into every state, every county, every market, each delivers more circulation than the other two in specific states and regions (see map).

But *paid* circulation—the foundation on which magazines base their advertising rates—is only the initial measure of a magazine's impact. As average issues of LOOK, LIFE and POST flow into the U. S. market, they are read by people in 29,750,000 *different* households—more than are reached by all morning newspapers *combined* . . . *10,000,000* more households than are reached by the top-ranked network TV program. And in these homes, LOOK, LIFE and POST make 81,950,000 reader impressions on 54,300,000 *different* people.

At the latest-announced, one-time rates, a full-page, full-size, four-color advertisement in *all three* of the Big 3 magazines will cost less than $115,000. Whatever your U. S. consumer market may be, no other advertising medium . . . no other group of media . . . can deliver so much visual impact on so many people so efficiently.

AMERICA'S FAMILY MAGAZINE **LOOK** the exciting story of people

Because this type of corrugation is stronger...
than this type...
Granco brings you a new Corruform base for floor slabs
GRANCO
1
Correct Lubrication in Action...
Hydraulic Pump Life Increased as much as 221%
Mobil Correct Lubrication
2
There's not a cent of capital tied up in this truck.
CLARK EQUIPMENT
3
Dippers that ram through rock
United States Steel
4
Campbell
SOUP COMPANY
5
Tinnerman Push-On SPEED NUTS fasten with a 'bite' that can't shake loose
TINNERMAN Speed Nut
6
Fascinating subject for classroom study... rich source of decorating projects
7

ABP INDUSTRIAL AWARDS—Awards, made annually by Associated Business Publications for the most effective industrial advertising campaigns, will be presented April 13 in Chicago. Shown here are the first award winners in the six divisions (two first awards will be made in division 4):

1. Advertising of construction materials—Granco Steel Products Co., St. Louis (Gardner Advertising Co., St. Louis).

2. Advertising of maintenance and service equipment—Socony Mobil Oil Co., New York (Compton Advertising, New York).

3. Advertising of operating machinery and equipment—Clark Equipment Co., industrial truck division, Battle Creek, Mich. (Marsteller, Rickard, Gebhardt & Reed, Chicago).

4 and 5. Advertising of primary and process materials—(industrial publications) U.S. Steel Corp., Pittsburgh (Batten, Barton, Durstine & Osborn, Pittsburgh); (institutional publications) Campbell Soup Co., Camden, N. J. (BBDO, New York).

6. Advertising of component parts and materials, containers and packaging supplies—Tinnerman Products Inc., Cleveland (Meldrum & Fewsmith, Cleveland).

7. Advertising of services and public relations advertising—Columbus Coated Fabrics Corp., Columbus, O. (Mumm, Mullay & Nichols, Columbus).

ABP Industrial Ad Awards Go to 24 Advertisers

(Continued from Page 3)

leading advertiser. Batten, Barton, Durstine & Osborn tops the agencies, with a pair of first awards and three merit awards.

Presentation of awards in six divisions will be made to 25 companies and their agencies, as follows:

1. Advertising of construction materials. First award: Granco Steel Products Co., St. Louis (Gardner Advertising Co., St. Louis).

Awards of merit: Kalwall Corp., Manchester, N. H. (Noyes & Co., Providence, R. I.); Vibroflotation Foundation Co. Pittsburgh (George Denhart-Advertising, Pittsburgh); U. S. Steel Corp., Pittsburgh (Batten, Barton, Durstine & Osborn, Pittsburgh).

2. Advertising of maintenance and service equipment. First award: Socony Mobil Oil Co., New York (Compton Advertising, New York).

Awards of merit: Arrow Conduit & Fitting Corp., Brooklyn (Irwin Kritchek Advertising, New York); Westinghouse Electric Corp., welding division, Buffalo (Fuller & Smith & Ross, Pittsburgh); National Cash Register Co., Dayton (McCann-Erickson, New York).

3. Advertising of operating machinery and equipment. First award: Clark Equipment Co., industrial truck division, Battle Creek (Marsteller, Rickard, Gebhardt & Reed, Chicago).

Awards of merit: Westinghouse Electric Corp., Pittsburgh (Fuller & Smith & Ross, Pittsburgh); Schlumberger Well Surveying Corp., Houston (Rives, Dyke & Co., Houston); Norton Co., Worcester (James Thomas Chirurg Co., Boston).

4. Advertising of primary and process materials. First award: (industrial publications): U. S. Steel Corp., Pittsburgh (BBDO, Pittsburgh).

First award (institutional publications): Campbell Soup Co., Camden (BBDO, New York).

Awards of merit: Hooker Chemical Co., Niagara Falls (Rumrill Co., Rochester); U. S. Industrial Chemicals Co., New York (G. M. Basford Co., New York); Minnesota Mining & Mfg. Co., adhesives, coatings & sealers division, St. Paul, Minn. (MacManus, John & Adams, Bloomfield Hill, Mich.).

5. Advertising of component parts and materials, containers and packaging supplies. First award: Tinnerman Products, Cleveland (Meldrum & Fewsmith, Cleveland).

Awards of merit: General Electric Co., specialty control department, Winston-Salem, N. C. (G. M. Basford Co.); Timken Roller Bearing Co., Canton, O. (BBDO, Cleveland); Armstrong Cork Co., Lancaster, Pa., (BBDO, New York).

6. Advertising of services and public relations advertising. First award: Columbus Coated Fabrics Corp., Columbus, O. (Mumm, Mullay & Nichols, Columbus).

Awards of merit: Bethlehem Steel Co., Bethlehem, Pa., (no agency credit); Bomac Laboratories, Beverly, Mass. (Larcom Randall Advertising, Boston); Insurance Co. of North America, Philadelphia (N. W. Ayer & Son, Philadelphia). #

RKO Teleradio Reportedly Will Become Independent

The RKO Teleradio group probably will be the next big block of radio stations to go independent. They are set to leave Mutual at the expiration of their contracts in August. In the group are WOR, New York; WNAC, Boston; KHJ, Los Angeles; KFRC, San Francisco, and WHBQ, Boston. WGMS, Washington, already operates as an independent.

TV Gives Voter Candidate's 'Image,' Says C&W Analysis

NEW YORK, April 7—Television adds a unique dimension to political campaigns by presenting the image of the candidate to the voter, according to a report released by Cunningham & Walsh.

Based upon a pilot survey conducted by C&W among 537 voters in the 1958 New York gubernatorial election, the report said respondents were eloquent about their impressions of candidates gained through tv.

Results indicated that tv has become a good substitute for candidates' perennial whistle-stop efforts.

Television ranked equally with newspapers as the primary source of news of candidates in a list of 15 news sources. Only one voter in seven reported that he did not see either candidate—Rockefeller or Harriman—on tv during the campaign.

■ Next to newspapers and tv as the most important source of news about candidates came personal contacts with family and friends. After this followed radio, magazines, campaign literature, newsreels and—'way down the line—personal appearances.

Newspapers rated highest as a source of information about the candidates for the 30-40 age groups; tv was strong as a source of information for voters in their 20s. #

Corrigan Joins Manpower

Daniel C. Corrigan, formerly ad manager of Boreman Co., Des Moines publisher, has been named ad manager of Manpower Inc., Milwaukee-headquartered national employment organization.

Ziff-Davis Names Bauer

Fredric A. Bauer, former ad manager of *McCall's'* Cincinnati office, has been named national advertising manager of Ziff-Davis' *Modern Bride*, New York, a new post. After leaving *McCall's* last fall, Mr. Bauer moved to *American Home*.

Audit Bureau Elects Elting

Victor Elting Jr., vp of advertising and merchandising of Quaker Oats Co., Chicago, has been elected a director of Audit Bureau of Circulations. He succeeds G. A. Shallberg Jr., advertising director of Borg-Warner Corp.

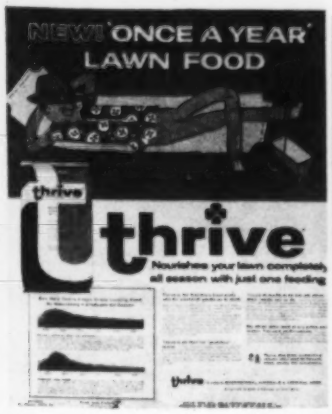
How Media Supported Ad Week

Source: Advertising Federation of America

A breakdown, by medium, of Advertising Week (Feb. 8-14) participation and the estimated number of impressions made during the campaign.

Medium	Participation 1958	Participation 1959	No. of Units Used in 1959	Estimated Number of Impressions in 1959
Newspapers	631	1,265	5,060	940,000,000
Magazines	8	18	18	143,000,000
Business Papers	137	400	500	72,000,000
Farm Papers	170	180	220	6,000,000
Labor Press	—	52	130	500,000
Radio	785	1,170	40,950	819,000,000*
Television	146	290	10,150	700,000,000*
Billboards	968	2,667	2,667	267,000,000*
Car Cards	7,700	19,000	19,000	58,000,000
Miscellaneous (special displays, speeches, drop-in ads, theaters, etc.)	—	—	—	100,000,000
TOTAL ESTIMATED IMPRESSIONS				3,105,500,000

*Including network mentions



ONE SHOT—*International Minerals & Chemical Corp., Skokie, Ill., is introducing Thrive fertilizer in Chicago and Milwaukee with color newspaper pages. Outdoor is also being used, along with co-op newspaper space, and a direct mail campaign is scheduled in both markets. The product was tested last year in Rockford, Ill., and Fort Wayne and South Bend, Ind., where newspaper advertising continues this year. Needham, Louis & Brorby, Chicago, is the agency.*

OAI to Use Dailies, Business Papers to Promote Outdoor

NEW YORK, April 7—Outdoor Advertising Inc. will launch a new 12-month campaign this week to emphasize the selling power of standardized outdoor advertising. Initial five-column ads will break in the *New York Herald Tribune, New York Times* and *Wall Street Journal* on April 10.

Later newspapers in other cities will be added to the schedule in addition to a selected list of business papers.

Frank Cawl, advertising manager of OAI, said he is unable at this time to release the full list of publications that will be used, as the list is still incomplete.

■ The new campaign has been prepared by Marschalk & Pratt, which took over the OAI account March 13 from Al Paul Lefton Co. (AA, March 16).

It represents an expanded advertising program, and an approximate increase in OAI's advertising budget of 30%.

The new campaign has been developed to show how the attributes of outdoor advertising translate effectively into action at the local level. The addition of metropolitan newspapers is a new development in the use of media by OAI.

The combined newspaper and business paper coverage is designed to reach those concerned with marketing programs at both advertiser and agency levels, OAI said. #

Lee Marko Joins LaRoche

Lee Marko, formerly copy chief and creative supervisor of the promotion department of Ellington & Co., has joined C. J. LaRoche & Co., New York, as creative promotion supervisor. She will also serve as stylist for television.

CRITICAL READERS LISTENERS, VIEWERS
think up claims that your agency, clients or personnel have committed
LIBEL, SLANDER, INVASION OF PRIVACY OR COPYRIGHT, PLAGIARISM.
BEFORE it happens, get our unique Excess INSURANCE Policy an effective and inexpensive cushion against these hazards.
EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York Chicago San Francisco
110 William 175 W. 100 Bush
50 Liberty 50

Bach & Co. Gains Three

Melvin E. Bach & Co., Newark, N. J., has been named to handle three new accounts: Detector Industries, Newark theft detection equipment maker; Kullman Dining Car Co., Newark dining car maker, and Odell Co., Newark maker of Trol hair tonic and other hair grooming aids. The Odell account was formerly handled by Harold M. Mitchell Inc., New York.

Ideas Unlimited Files

A bankruptcy petition has been filed in southern district court, New York, by Henry M. Young, who does business as Ideas Unlimited, a display advertising concern, with offices at 41 E. 30th St. Liabilities are given at $4,067 and assets as $250. There are about 25 creditors, all for merchandise and services, none of them "in the advertising trade."

Ⓐ ALHAMBRA POST-ADVOCATE
El Monte Post-Advocate
Alhambra Post-Advocate Shopper

Ⓑ BURBANK DAILY REVIEW
Burbank Review Shopping News

Ⓒ CULVER CITY STAR-NEWS & VENICE EVENING VANGUARD
Culver-Palms Advertiser
Mar Vista Advertiser
Venice Advertiser
Baldwin Hills Advertiser

Ⓓ GLENDALE NEWS-PRESS
Glendale News-Press Shopper

Ⓔ INGLEWOOD DAILY NEWS *
Hawthorne Citizen
Lennox Citizen
Westchester Citizen

Ⓕ MONROVIA DAILY NEWS-POST
Monrovia-Duarte News Advertiser

Ⓖ SOUTH BAY DAILY BREEZE
(Redondo Beach, Hermosa Beach, Manhattan Beach)
South Bay Breeze Advertiser
South Bay Breeze Peninsula Advertiser

Ⓗ SAN PEDRO NEWS-PILOT
San Pedro News-Pilot Advertiser

* Included in the Group Buy, but not members of the Copley organization

THE COPLEY NEWSPAPER GROUP

completes your coverage of the

LOS ANGELES MARKET!

To fit all the pieces of the sprawling Los Angeles Market into your coverage picture, you need the Copley Los Angeles Group: 8 daily newspapers, plus their 15 supplementary weeklies, with a total circulation of over 420,000.*

One order — at one discounted rate — buys the entire combination.

The Copley Los Angeles Newspapers reach deep into the all-important communities which surround the city itself. That means coverage of Los Angeles "at home" . . . and, for test campaigns, a thorough sampling of income groups and buying patterns.

Remember, the Copley Los Angeles Group is yours with one order . . . one billing . . . one combination rate: $1.38 a line. You save 31% as compared with total individual rates, and you get effective coverage of 31 key communities. All this, plus strong merchandising support.

For the complete, up-to-the-minute story of this great Group Buy, ask any office of the WEST-HOLLIDAY CO., INC.

*Circulation total (January 1959), includes 102,612 A.B.C. Daily Paid; balance is Guaranteed Controlled Circulation.

"The Ring of Truth"

COPLEY NEWSPAPERS

THE GREATER LOS ANGELES GROUP

EWRR Gains Safeway Units

The dessert and candy department of Safeway Stores' bakery department, Oakland, Cal., has appointed Erwin Wasey, Ruthrauff & Ryan, San Francisco, to handle its advertising. The account includes Roxbury candies, Jell Well desserts and Fluff-I-Est marshmallows, all formerly handled by Hoefer, Dieterich & Brown, San Francisco. EWRR already handles several bakery department products, including Mrs. Wright's and Skylark breads, Busy Baker and Melrose cookies and crackers and Curtsy and Holiday cakes.

Berkes Joins 'McCall's'

Gus Berkes, formerly vp of Esquire Inc. and director of production of *Esquire* and *Coronet*, has been appointed special assistant to Thomas F. Buck, ad director of *McCall's*. He was with *Esquire* 24 years.

Medomack Names Hutchinson

Medomack Canning Co., Rockland, Me., maker of One Pie filling and Bird's creamed products, has appointed Charles F. Hutchinson Inc., Boston, as its agency.

DEADLINES?

You never worry when you

USE THE SERVICES OF

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Plastic Plates • R.O.P. Mats

160 East Illinois Street, Chicago 11 • DElaware 7-1541

From the House of Ideas...

IDEAS THAT SELL... at the point-of-sale

FLUORESCENT ATTRACTION...WITH ACTION

A leaping oil can animates this impulse-sale stimulator for Shell Oil. The X-100 can, jumping on motor activated springs, draws eyes to a quick message emphasized by fluorescent colors. Raised by a box base above any surrounding items, here's a display that stands out in service station windows. For displays with action to attract and activate consumers, call Chicago Show, 2635 N. Kildare, Chicago 39, SPaulding 2-1600.

Desirable territories available for experienced men. Write for details.

Wagon boss for 30 years! FORD

THE WINNER—*This is the outdoor poster design that Ford Motor Co. selected for its spring station wagon campaign. It was picked from six designs considered; the other five are shown on Page 57.*

Know Your Prospect's Marketing Problem, Thomas Tells Premium Men

(*Continued from Page 3*)

thinking through all aspects of a premium promotion, developing it around a few merchandise items, but selling—rather than the items themselves—the basic value of an idea."

■ Advertising featuring premiums should be pre-tested just as premiums and regular ads are pre-tested, said Daniel D. Kinley, vp and chairman of the marketing plans board of McCann-Erickson.

"It is standard practice, of course, to test the premium itself to be sure it has pulling power," Mr. Kinley said. "However, having once found the most likely premium, there still remains the need for validating the premium advertising itself.

"After all, a premium advertisement, like any advertisement, can be prepared in a variety of ways with varying degrees of impact. It is even possible that a premium desirable in and of itself may not be the most effective one when presented as part of an integrated advertising campaign involving a variety of other advertising considerations.

"Because success or failure of a promotion can sometimes be traced to this phase of the operation, I suggest that copy and layout testing should be standard operating procedure," Mr. Kinley said. "From a management standpoint, it is simply another businesslike safeguard to reduce risk and uncertainty."

■ The only advertisers which have suffered a decline in returns on mail-in offers are those who have cut down on advertising and promotion support, according to Gordon C. Bowen, PAAA chairman.

"Those offers which are getting the kind of advertising support they need and deserve are doing better than ever, because consumer response to premiums is better than ever," Mr. Bowen said. "Today's consumer is thoroughly premium-conscious, and premiums have an acceptance today that they have seldom reached in the whole country.

"Those advertisers who cut down on advertising and merchandising support for their premium offers are defeating their own ends," Mr. Bowen said.

He went on to predict that premium use and volume would set record highs again this year, as the industry has every year since 1946.

■ Attendance at the premium show through today was running 16% ahead of last year. A record number of companies—342—have exhibits at the show this year. #

BACON KNOWS MAGAZINES!

We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines—a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the complete service for magazines. Best coverage, fastest service, highest accuracy.

★ BUSINESS ★ FARM ★ CONSUMER

Send for Booklet "How Businessmen Use Clippings"

BACON'S CLIPPING BUREAU

WAbash 2-8419

Watson Leaves Post at EWRR, Joins Kudner

(*Continued from Page 2*)

on the West Coast; he landed the job through his uncle, Paul Watson, then R&R vp in charge of western offices. But Uncle Paul laid it on the line: The young man was to produce some new business in six months or else. He did.

A tall, grave-looking man, Bob Watson said yesterday that his move to Kudner "comes at a time when I feel I can leave EWRR, having fulfilled the obligation accepted at the time of the merger."

This was interpreted as meaning that EWRR has completed a shakedown cruise that in initial post-merger stages was somewhat unsettling. For instance: By December, 1957, there had been a sizable shuffle of top brass including the resignation of Ken Beirn, senior vp, now with Revlon as George Abrams' replacement; the departure and subsequent return of H. K. Porter Co., and the departure of several conflicting accounts.

■ In joining Kudner, Mr. Watson goes to an agency that earned grudging respect from its competitors for its clawing comeback from the near-catastrophic loss of the Buick business to McCann-Erickson. Subsequently Kudner made a proud public admission that it was an agency "with rosin on its pants," determined to recoup its stature after the $20,000,000-plus loss of the General Motors account. Kudner wound up 1958 with billings of $40,000,000 (in contrast to $55,000,000 in 1957 and $66,200,000 in 1956).

"Like many others in the advertising profession," said Mr. Watson, "I've watched with admiration the way in which Mert Rohrabaugh and his associates have reorganized the Kudner Agency. It has always been one of the top creative shops, and the present staff has continued to earn the respect of both advertisers and agencies." #

"Ad Age is high on my roster..."

says **ROGER M. GREENE**
Vice-President/Advertising
Philip Morris Incorporated

"The tempo of today's advertising makes up-to-the-minute news a necessity and the common denominator for those who have to keep in step with the times. I turn to Advertising Age each week for an accurate report of news and the features that explore the events making the news. It is high on my roster of must reading."

ROGER M. GREENE

Mr. Greene started with Philip Morris in 1936 and, in the decade that followed, gained considerable experience in sales, sales promotion, purchasing and production. In 1946, he switched to the company's advertising department, where successive promotions advanced him to advertising manager in 1951 and, two years later, to director of advertising. Mr. Greene assumed his present post of vice-president in charge of advertising in 1957. It was under his direction that the highly-successful Marlboro Man campaign was set in motion.

Away from guiding the campaigns of one of the country's leading cigarette concerns, Mr. Greene relaxes by playing golf and by boating on Long Island Sound.

important to
important people

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE · NEW YORK 17, NEW YORK

ABC ABP NBP *1 Year (52 issues) $3*

designs jingles and background music for you

herm edel exec vp • 45 w 45 new york • circle 5-3737
mort stein hollywood • hollywood 4-7800
jack russell chicago • state 2-2818
ed schaughency pittsburgh • express 1-0660

* mitch leigh creative director at work in hollywood

Videodex Network TV*

March 1-7, 1959

Copyright by Videodex Inc.

Rank	Program	(%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	38.1
2	Wagon Train (Ford, National Biscuit Co., NBC)	34.8
3	Perry Como Show (Several sponsors, NBC)	34.5
4	Danny Thomas Show (General Foods, CBS)	34.3
5	Loretta Young Presents (Procter & Gamble, NBC)	34.1
6	Maverick (Kaiser, Drackett, ABC)	33.9
7	Have Gun, Will Travel (Lever, Whitehall, CBS)	33.6
8	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	33.0
9	Perry Mason (Several sponsors, CBS)	32.7
10	Some of Manie's Friends (Liggett & Myers, NBC)	31.5

Rank	Program	(000)**
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	14,000
2	Wagon Train (Ford, National Biscuit Co., NBC)	12,700
3	Perry Como Show (Several sponsors, NBC)	12,900
4	Danny Thomas Show (General Foods, CBS)	12,800
5	Loretta Young Presents (Procter & Gamble, NBC)	12,700
6	Maverick (Kaiser, Drackett, ABC)	11,900
7	Have Gun, Will Travel (Lever, Whitehall, CBS)	12,100
8	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	11,500
9	Perry Mason (Several sponsors, CBS)	11,400
10	Some of Manie's Friends (Liggett & Myers, NBC)	10,900

* Homes viewing in cities where program is telecast.
** Listed in sequence of rating level from first list.

COMB COMBO—*This merchandising display was designed for Donna Princess multi-combs by Promotion Design Associates, New York. In addition to the six combs displayed, there are six more stored on the back.*

'Vogue' Appoints Two

In a realignment of its ad department, *Vogue*, New York, has appointed Richard G. McMahon, formerly eastern advertising manager, fashion advertising manager. Robert E. Yost, space representative, has been named associate advertising manager responsible for non-fashion and general advertising. William C. Stowell continues as ad manager and will continue to direct all automotive advertising.

Chesebrough Sales at High

Chesebrough-Pond's Inc., New York, reported net sales for 1958 at an alltime high of $59,368,371, a 7% gain over the previous year. Net income increased almost 15%, to $3,568,308. This was equal to $6.28 per share, compared with $5.60 in 1957. Fourth quarter sales of Prince Matchabelli Inc., acquired by Chesebrough-Pond's last September, contributed to the new sales mark.

WERI Sold for $100,000

WERI, Westerly, R. I., radio station, has been sold for $100,000 to Dr. Augustine L. Cavallaro of New Haven, Conn., by William R. Sweeney. The sale is subject to approval of the Federal Communications Commission. Augustine Cavallaro Jr., the purchaser's son, formerly of stations WAVZ, New Haven, and WKIT, Garden City, N. Y., will manage WERI.

Bottfeld Forms Company

Philip Bottfeld has resigned as an account executive of Benton & Bowles, New York, to become a free-lance marketing and communications consultant. Among Mr. Bottfeld's first clients will be Flexigraph Co., West Hartford, manufacturer and distributor in the visual communications field. His offices will be at 62 Winfield Ave., Mount Vernon, N.Y.

Smith/Greenland Adds Osrow Unit; Appoints Fink A.M.

Smith/Greenland Co., New York, has been named to handle a new auto detergent, Wash 'n Wax, by Osrow Products Co., Glen Cove. The agency handles Osrow's other products.

Mrs. Dorothy Fink has rejoined Smith/Greenland as an account executive after a year's leave.

Association Changes Name

The Minnesota Editorial Assn., Minneapolis, has changed its name to Minnesota Newspapers Inc., in order to dispel confusion about its function. The association handles over $500,000 worth of advertising annually for its members on a one-order, one-invoice, one-check plan and operates a sizable clipping service.

From the House of Ideas...

IDEAS THAT SELL... at the point-of-sale

COMPELLING... TELLING... SELLING

Here's a counter unit that does the whole job. A wobbling arrow jiggles with every air current, drawing eyes to the "finger-flick" action of BVI Automatic Electric Can Openers. Copy plus an electric outlet plaque quickly point up other important features, telling a compelling sales story in seconds. For display ideas to sell your product more effectively, call or write Chicago Show, 2635 N. Kildare, Chicago 39, SPaulding 2-1600.

Desirable territories available for experienced men. Write for details.

NEW AD MEDIUM DELIVERS

$25 Billion Travel Market

Through the active mailing lists of Travel Agents and Tour Operators in the United States (including Alaska, Hawaii, Puerto Rico), Canada and Mexico, your sales message is placed directly in the hands of the traveling public.

NEW MEDIA puts your selling message right "on target" to the most active travel prospects going on Cruises and Tours, both domestically and in Europe during Summer, 1959. No "hit or miss" advertising. Your message read by hundreds of thousands of vacation-minded people in long-life media, which are used as sales aids in the travel industry by a vast network of agents, distributed by them to booked and potential clients. Here at last, is a controlled and well-directed approach to the upper-middle and high income bracket travelers. Guaranteed circulation — extremely attractive media.

Send for dummy samples of "SHORT CRUISES DIRECTORY" and "EUROPEAN TRAVEL AID"... PINPOINT your advertising message to America's 3rd largest industry in media that have become the sensation of the travel industry. Use the coupon for additional details and samples.

TRAVEL PROMOTIONS, INC.
103 West 42nd St.
New York City 36, N. Y.

Please send dummy samples of
☐ SHORT CRUISES DIRECTORY
☐ EUROPEAN TRAVEL-AID ☐ BOTH

NAME_____
STREET_____
CITY_____ STATE_____

Coming Conventions

*Indicates first listing in this column.

April 12-16. Assn. of National Advertisers, annual West Coast meeting, Santa Barbara Biltmore, Santa Barbara, Cal.

April 12-16. National Business Publications, annual spring meeting, Jokake and Paradise Inns, Phoenix, Ariz.

April 16-17. Life Insurance Advertisers Assn., north central round table, Netherland Hilton Hotel, Cincinnati.

April 20-23. American Newspaper Publishers Assn., annual convention, Waldorf-Astoria, New York.

April 23-24. Assn. of National Advertisers, workshop on planning and controlling advertising expenditures, Westchester-Biltmore, Rye, N. Y.

April 23-25. American Assn. of Advertising Agencies, annual meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

April 23-25. Western States Advertising Agencies Assn., 9th annual conference, Oasis Hotel, Palm Springs, Cal.

April 26-29. National Assn. of Transportation Advertising, annual convention, The Greenbrier, White Sulphur Springs, W. Va.

April 29-30. International Advertising Assn., annual convention, Hotel Roosevelt, New York.

April 30-May 3. Advertising Federation of America, Fourth District, Tides Hotel and Bath Club, St. Petersburg, Fla.

*April 30-May 3. American Women in Radio & Television, 8th annual convention, Waldorf-Astoria, New York.

May 3-5. Magazine Publishers Assn., annual spring meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

May 4-6. Assn. of Canadian Advertisers, 44th annual conference, Royal York Hotel, Toronto.

May 4-9. Advertising Research Foundation, "Operations Research" seminar, Cleveland.

May 6-8. American Public Relations Assn., International Conference, Diplomat Hotel and Country Club, Hollywood Beach, Fla.

May 6-8. Public Utilities Advertising Assn., annual convention, Sheraton Hotel, Dallas.

May 10-12. Life Insurance Advertisers Assn., southern round table, Dinkler Plaza Hotel, Atlanta.

May 14. University of Michigan advertising conference, sponsored by the university's departments of art, journalism and school of business administration, Ann Arbor.

May 17-20. National Newspaper Promotion Assn., national convention, Hotel Deauville, Miami Beach.

May 20-22. Assn. of National Advertisers, spring meeting, Edgewater Beach Hotel, Chicago.

May 21-22. American Marketing Assn., Montreal chapter, conference on "Montreal, Canada's Keystone Market," Queen Elizabeth Hotel, Montreal.

May 24-26. Life Insurance Advertisers Assn., western round table, Ambassador Hotel, Los Angeles.

May 24-27. Associated Business Publications, 53rd annual meeting and management conference, Skytop Lodge, Skytop, Pa.

May 24-27. Super Market Institute, 22nd annual convention, Convention Hall, Atlantic City, N. J.

June 7-10. Advertising Federation of America, 55th annual convention, Hotel Leamington, Minneapolis.

June 8-11. Outdoor Advertising Assn. of America, national convention, Sherman Hotel, Chicago.

*June 10-12. Continental Advertising Agency Network, annual convention, Benjamin Franklin Hotel, Seattle.

June 12-16. National Federation of Advertising Agencies, annual convention, Chatham Bars Inn, Chatham, Mass.

June 14-17. National Industrial Advertisers Assn., national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

June 17-19. American Marketing Assn. national conference, Hotel Statler, Cleveland.

June 21-24. Newspaper Advertising Executives Assn., summer meeting, The Homestead, Hot Springs, Va.

June 22-26. First Advertising Agency Group, 31st annual conference, Belmont Hotel, Cape Cod, Mass.

June 28-July 2. Advertising Assn. of the West, 56th annual convention, Tahoe Tavern, Tahoe City, Cal.

June 28-July 4. National Advertising Agency Network, annual management conference, Del Monte Lodge, Pebble Beach, Cal.

Aug. 12-13. 4th annual circulation seminar for business publications, Pick-Congress Hotel, Chicago.

Sept. 10. Advertising Research Foundation, first of 13 consecutive Thursday seminars, Chicago.

Sept. 13-16. Direct Mail Advertising Assn., 42nd annual convention, Queen Elizabeth Hotel, Montreal, Can.

Sept. 23-24. National Business Publications, New York Regional Conference, Hotel Roosevelt, New York.

Sept. 25. Advertising Research Foundation, 5th annual conference, Waldorf-Astoria, New York.

Sept. 29. Newspaper ROP Color Conference, one-day workshop, Hotel Biltmore, New York.

*Sept. 29-Oct. 3. Affiliated Advertising Agencies Network, annual international meeting, Somerset Hotel, Boston.

Oct. 19-20. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

*Oct. 22-23. Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago.

Oct. 25-28. National Newspaper Promotion Assn., central regional meeting, Schroeder Hotel, Milwaukee.

Oct. 26-28. Life Insurance Advertisers Assn., annual meeting, Drake Hotel, Chicago.

Nov. 2-4. Broadcasters' Promotion Assn., 4th annual convention, Warwick Hotel, Philadelphia.

Nov. 23-24. National Business Publications, Regional Conference, Drake Hotel, Chicago.

'American' Salesman' Appoints

American Salesman, New York, has appointed Arthur C. Christensen, formerly on the advertising sales staff of Capper Publications, eastern manager. *American Salesman* also has named Warden, Kelley & Allen, Chicago, its midwestern representative and Albert Spitzer & Associates, Los Angeles, its western representative.

Brettman Joins 'Missile Design'

James C. Brettman, formerly advertising sales manager of *American Aviation*, has joined *Missile Design & Development* as advertising representative in Florida and the southeastern states. He will make his headquarters at 1915 E. Sunrise Blvd., Ft. Lauderdale.

Want News? Information?

Call on Burrelle's for clippings from daily or weekly newspapers (on national, sectional or local basis) magazines, trade papers. All read in one reading room. Staff of 250. Our service is PROMPT . . . THOROUGH.

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N.Y.
Phone BArclay 7-5371
14 E. Jackson Blvd., Chicago 4, Ill. — WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46
Phone OLdfield 6-0304

Why Are Potential Contest-Winning Entries

CODED?

Our coding system creates complete anonymity for possible winning entries. Thus, no name, sex, geographical location, or fancy art can influence our judges' opinions. Our clients are guaranteed prize winners selected objectively—on merit only. There is no obligation in consulting our Contest Division.

Bruce, Richards
CORPORATION
CONTEST MANAGEMENT AND JUDGING
250 Fourth Ave., N.Y. 3 • OR 7-4600
(In Chicago: Dial 211 and Ask Operator for Enterprise 4531)

IN INLAND CALIFORNIA (and Western Nevada)
BEELINE®
RADIO
delivers more for the money
Long famed as the nation's leading agricultural market, the Inland Valley of California has recently grown as an industrial center. Thousands of new families, earning new millions of dollars have added to the economic strength of this already-rich market. For example, effective buying income is more than Maine, Vermont and New Hampshire*. And, all through this area, hundreds of thousands of people are buying the products they hear about on Beeline radio. Shouldn't your message be there?
As a group, the Beeline stations give you more radio homes than any combination of competitors . . . at by far the lowest cost per thousand. (Nielsen & SR&D)
*Sales Management's 1958 Survey of Buying Power
KOH RENO
KFBK SACRAMENTO
KBEE MODESTO
KMJ FRESNO
KERN BAKERSFIELD

Static firing test of a rocket engine at Aerojet-General plant in Sacramento

McClatchy Broadcasting Company
SACRAMENTO, CALIFORNIA
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

McGraw Became Publisher Instead of Teacher; Kept Teaching, Book Recalls

(Continued from Page 2)

publishing."

Mr. McGraw sold subscriptions to the *Journal of Railway Appliances* during the summer, made about $40 a week (a lot higher rate than the $700 he would be paid that winter to teach school at Corfu, N. Y.). The next summer he came to New York to join American Railway Publishing Co. at $1,200 a year.

■ Publishing empires grew from that company. McGraw went on to build the world's biggest business paper and technical book publishing organization. Mr. Swetland's Class Journal Co. was to be the forerunner of the present Chilton Co.

It was hardly a promising situation into which young Mr. McGraw stepped. He was assigned to Philadelphia to sell subscriptions, and he received no pay while there. He came back to New York to find the company on the point of failure, and he moved fast to help. He took out a $2,000 life insurance policy from New York Life, with a rich Chautauqua County farmer named James Knapp as beneficiary. He then rode a train upstate, succeeded in borrowing $1,000 from Mr. Knapp with his note and the policy as security.

"Jamie," said Mr. Knapp, "if you will make this a debt of honor, I will loan you the $1,000."

■ But characteristic of Mr. McGraw's acumen was the rest of the story. He took stock for the $1,000, and for the $1,500 which was owed him for his Philadelphia efforts, and became a vp; two years later the company paid a 10% dividend.

But, Mr. Burlingame remarks, "the little publishing house turned out to be too small for two such powerful wills as those of Messrs. Swetland and McGraw. It is doubtful, indeed, if any equal partnership could ever have endured with Mr. McGraw as one of the partners. We only know that none ever did."

■ Among the milestones listed by Mr. Burlingame in his account:

• In 1877, *American Machinist* drew the line on publicity and advertising: "Positively we will neither publish anything in our reading columns for pay or in consideration of advertising patronage."

• In 1907, *Engineering News*' rapid reporting and analysis of the probable causes of the collapse of the Quebec bridge focused the attention of industry on the value of a technical press. At that time *Engineering News* was published by George H. Frost and his associates.

• Henry G. Lord, who oversaw the fortunes of *Textile World* for nearly seven decades, printing his circulation figures on his masthead, and recording his impressions of Mr. McGraw: "I agreed with him in his very definite policy that the editorial aspect of this business is the most important one . . . He always threw the weight of his thinking toward the editorial end."

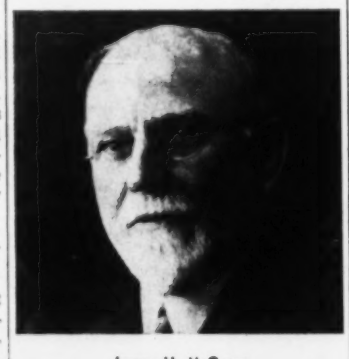
• The 1905 meeting at Niagara Falls, at which trade paper publishers were gathered because of the threat of an increase in second class rates from the historic 1¢ per lb., from which grew Associated Business Publications; the change in "trade paper" to "business paper" and the acquaintance of James McGraw and John Hill, a former locomotive engineer, who had revitalized *American Machinist, Engineering News* and *Engineering & Mining Journal*. The two came together in 1909 with the formation of the McGraw-Hill Book Co.; a flip of the coin determined which name came first.

• John Hill died from a heart attack in 1916. On Feb. 28, 1917, McGraw-Hill was formed. McGraw papers were *Electrical World, Electrical Railway Journal, Electrical Merchandising, Engineering Record, Chemical & Metallurgical Engineering* and *The Contractor*. The Hill papers were *American Machinist, Power, Engineering & Mining Journal, Coal Age*, and *Engineering News*. With the book company it constituted the largest technical publishing operation in the world.

The author traces the rise of *Business Week*, which between its start in 1929 and 1935 dropped 1,500,000 big depression dollars. Mr. McGraw had many misgivings about it; in 1933 he inquired testily of one of his lieutenants, "How long are you going to continue that folly?"

■ Along with the history of where the various business papers were acquired, how the book business grew and what contributions the company made in two world wars, the author also gives a distant and respectful picture of James H. McGraw.

Drawing on such sources as G. D. Crain Jr.'s "Teacher of Business: the Publishing Philosophy of James H. McGraw" and on recorded interviews with such company luminaries and alumni as Edgar Kobak, Col. Willard Chevalier (to whom the book is dedicated), Henry G. Lord, James S. Thompson, S. D. Kirkpatrick, Donald C. McGraw, W. W. Garey, Dexter M.



James H. McGraw

Keezer and others, Mr. Burlingame creates a portrait of a company and of the man who shaped it.

It is a rather austere picture. Mr. McGraw's teaching talent was translated into long sessions for his editors, who still remember his admonitory forefinger.

He was, Mr. Burlingame says, totally dedicated to his business. "Personalities meant little to him; he cared only for the substance of each man's contribution to the 'institution'," he writes.

He was, as well, "deeply serious. He may have joked at times about outside things, but never about the business. Anyone who spoke lightly about any phase of that was sharply reprimanded."

He played a little golf, but avoided the theater, cards, genial drinking, and "innocent ribaldry." He "rarely smiled or laughed, at least during business hours, and these were about 24 hours a day."

His speeches, writings and reminiscences show, Mr. Burlingame reports, "little hint of greatness," and appear to an outsider to be "tedious, repetitive, and abounding in cliches and generalizations." Little of his power is preserved in this way.

More of it is in the memory of the people who worked for him, and in his "standards of dissatisfactions," his continual drive for perfection.

("Endless Frontiers—the Story of McGraw-Hill," by Roger Burlingame, McGraw-Hill Book Co., $7.50).

NEW VISTAS—*New outdoor posters for Vista auto wax will feature eliptical polystyrene cutouts which project 8" from the panel, giving the wax can a three-dimensional appearance. Young & Rubicam is the agency for Vista, made by Simoniz Co.*

Simoniz Promotes Vista Wax in New Outdoor Campaign

CHICAGO, April 8—Simoniz Co. will break an outdoor campaign in 21 markets next week for its Vista auto wax, using newly-developed three-dimensional cutouts to illustrate the Vista can.

The cutouts—elliptical polystyrene forms which project 8" from the panel—are the first of their type to be mass produced at a low individual cost, so that posting on a national scale is practical, according to Robert C. Shropshire, exec vp of Simoniz.

■ The 847 24-sheet posters are capable of remaining in use for three to four months. A commercial adhesive holds the 5½ lb. cutouts in place for that period, regardless of weather conditions.

The cutout was developed by the company and its agency, Young & Rubicam, Chicago. =

MCGRAW-HILL REPORT SHOWS SLIGHT DECLINE

NEW YORK, April 8—The 1958 annual report of McGraw-Hill Publishing Co., "world's largest publisher of technical magazines and books," has been mailed to stockholders. It showed only a slight decline in sales and earnings from the peak year of 1957.

President Donald C. McGraw pointed out that increased earnings from book operations offset to a considerable extent the decline in publication advertising gross and net.

Operating revenues totaled $96,241,000, compared with $98,219,000 for 1957, while net income after taxes was $7,266,000, compared with the alltime high of $8,058,000 reported for 1957. The dividend rate of $1.55 per share established in 1957 was maintained in 1958.

The publications division reported the establishment early in 1958 of a European district, with headquarters in London and a branch office in Frankfurt. "The reorganization of European advertising sales offices," the company reported, "was made in anticipation of increased interest in McGraw-Hill publications by companies abroad."

■ The book company is proceeding with the preparation of its new "Encyclopedia of Science & Technology," announced in 1957; it will be published in the fall of 1960. It has also established an art book department, which will have primary responsibility for sales and promotion of the "Encyclopedia of World Art," a 15-volume work which is being prepared in conjunction with the Istituto per la Collaborazione Culturale of Rome.

The book company has also established a new distribution center in Hightstown, N. J., consolidating East Coast warehousing and shipping operations under one roof.

The company reported the advertising outlook for 1959 encouraging, and forecast an increase in pages of advertising carried in McGraw-Hill publications, with an expected increase in net income for 1959.

The total paid circulation of all McGraw-Hill publications was 1,370,000 at the end of 1958. McGraw-Hill employes now number 4,750. =

'Convention Planning' Will Bow in June

Convention Planning, official journal of the American Assn. of Convention Planners, new trade association formed last year, will bow with a July issue to be published June 15. Offices are at 624 S. Michigan Ave., Chicago. The editorial content of the monthly will deal with conventions, sales meetings, conferences and trade show management. Rate for a b&w page is $480. Reynard Press, Chicago, which will print the magazine, created the typography and design.

Initial controlled circulation of 13,480 will go to company executives who plan trade shows, conventions and sales meetings, Geneva Bugbee, executive secretary of the association, said. Bud Solk & Associates, Chicago, handles promotion for the publication.

Corum Watch Picks Agency

Tessco Jewelry Creations has appointed Myers, Anderson & Strong, New York, to handle advertising for its Corum watch, a new Swiss import. Magazines, direct mail and business papers will be used, backed by a dealer aids program.

Howard C. Wilson, Hartford Agency Founder, Dies at 76

HARTFORD, CONN., April 8—Howard Corbin Wilson, 76, founder, director and honorary board chairman of Wilson, Haight, Welch & Grover, died yesterday of cancer at Hartford Hospital.

Born in New York, Mr. Wilson entered the retail dry goods field as a young man. From about 1918 to 1923 he operated his own men's furnishing store in New Britain, Conn., before moving here to establish an advertising and publicity agency. In 1925 Mr. Wilson joined the former Manternach Co., at that time the largest advertising agency in Hartford, as manager of its direct mail division. In 1927 he founded Howard C. Wilson & Associates, which became Wilson, Haight, Welch & Grover in 1953.

Mr. Wilson continued as president of the agency until 1950, when he became board chairman until his retirement early in 1957 (AA, Feb. 4, '57).

For the past 12 years he had been managing director of the Hardware Institute, an association of hardware manufacturers. He had also served for many years as a columnist for the *Hardware Retailer*, official publication of the National Retail Hardware Dealers Assn.

NETTIE SMITH MORGAN

NEW YORK, April 8—Mrs. Nettie Smith Morgan, 70, a specialist in school and camp advertising, and widow of J. Maynard Morgan, former vp of Beebe Advertising Agency, died April 4 while visiting her daughter, Mrs. James W. Chism, in Tulsa, Okla.

Born in New York, Mrs. Morgan started her career in the newspaper business as a copywriter of school and camp advertising. She worked for the *New York Evening Post* for a number of years and later for *Redbook Magazine*, and subsequently for *Young America*. She was a past vp of the Queens Village Republican Club, and until recently was editor of its publication, "The Lincoln Journal." Since the death of her husband two years ago, she had been in poor health and relatively inactive.

GEORGE C. GLAYSHER

NEW YORK, April 7—George C. Glaysher, 43, subscription manager of Popular Science Publishing Co., died April 2 of a kidney infection after a short illness. After leaving high school, he worked for Doubleday & Co. and *American Home* for a time before joining the subscription department of *Popular Science* in 1938.

During World War II, he served with the Army in the European theater; he returned to Popular Science Publishing in 1946. In 1952 he was appointed subscription manager. He was a member of the Subscription Fulfillment Managers Assn. and served as its secretary during the early 1950s.

HARRY T. AMMON

CLEVELAND, April 7—Harry T. Ammon, 82, retired veteran in the car card advertising field, died April 3 at Doctors Hospital.

Mr. Ammon was an executive for many years with the old Stearn Advertising Co., which placed all the ads in Cleveland street cars. The agency later became a division of Collier Co.

Mr. Ammon worked for Stearn 30 years before he retired in 1934. He was a former member of the Cleveland Advertising Club.

Parsons Joins Wittner

Kenneth H. Parsons, with Marschalk & Pratt for the past nine years, has joined Fred Wittner Advertising, New York, as a copywriter.

Black & Decker Keys Drive to 'Digest' Page

TOWSON, MD., April 7—Black & Decker Mfg. Co., a leading manufacturer of portable electrical tools, is blasting off the announcement of its new "l-o-n-g line" with a two-color page in the May issue of *Reader's Digest* and an eight-page four-color insert in the April issues of *Hardware Age* and *Hardware Retailer*.

According to Raymond G. Horner, vp in charge of marketing for Black & Decker, the "l-o-n-g line" expands B&D's group of electric tools for home owners, craftsmen, farm and professional users and is designed to meet today's marketing need for a broader selection of performance, power and price within a single brand-identified line of electric tools.

■ The B&D ad in *Reader's Digest* reveals the manufacturer's line of tools for home jobs "in a range of price and performance."

The trade ads offer wholesalers and retailers six profit-building advantages:

- A consumer ad program on both the national and local levels, with a strong continuity schedule.
- A merchandising and display program including an "electric tool department" display assortment.
- Simplified inventory with complete price and performance range under one brand name.
- A full range of B&D-engineered attachments and accessories to stimulate continuing repeat business.
- A "complete power tool shop" concept to encourage related-item selling.
- A nationwide network of factory-service facilities.

VanSant, Dugdale & Co., Baltimore, is the advertising agency. ≠

Petcavage Joins Doyle Dane

Albert Petcavage, formerly an assistant vp and media supervisor of Ted Bates & Co., has joined Doyle Dane Bernbach Inc., New York, as media director.

TOOLING UP—*Black & Decker will use this May Reader's Digest page in a twin drive, the second phase set in hardware business papers.*

Warner-Lambert Boosts de Tarnowsky, Bernegger in Revamp

(*Continued from Page 2*)

sion. Before that he was vp of marketing. His corporate position at W-L is newly created.

Mr. Bernegger also fills a new position. The Warner-Lambert products division will market the

P. de Tarnowksy

E. L. Bernegger

company's proprietary products, including Listerine, Super Anahist and Bromo-Seltzer. Mr. Bernegger was exec vp of the Bristol-Myers products division of Bristol-Myers Co. and, before that, marketing vp of U. S. Time Corp. and vp for sales at Whitehall Pharmacal division, American Home Products Corp.

■ In making the announcement, Warner-Lambert's president, Alfred E. Driscoll, stated: "J. S. Hewitt, who has been president of the family products division, will, as a vp of Warner-Lambert, serve in a consulting capacity to me for our advertised packaged goods throughout the world."

There was no explanation for the difference between this statement and one issued March 19, which said that John S. Hewitt would continue as president of the family products division. At that time the company announced the appointment of George J. Abrams, former Revlon Inc. advertising vp, as president and chief executive officer "of a newly formed cosmetics and toiletries division" (AA, March 23). It was said then that Mr. Abrams reported directly to Mr. Driscoll.

■ But while the company would not expand on the change in Mr. Hewitt's status, he followed up the Warner-Lambert announcement with a personal letter which said, in part: "In July I plan to leave for Europe with my family, and we expect to purchase a boat and cruise the Scandinavian countries, the French canals, the Mediterranean. I will be on a semi-retirement program with Warner-Lambert."

Now that Mr. de Tarnowsky has joined, both Mr. Abrams and Mr. Bernegger will report to him. And the division which Mr. Abrams heads has been renamed Hudnut-DuBarry.

In addition to his duties as vp for consumer product divisions, Mr. de Tarnowsky also will direct the activities of Parfums Ciro Standard Laboratories, Lambert-Hudnut Mfg. Laboratories, Emerson Drug Co. and Warner-Lambert (Canada) Ltd. ≠

Bragdon Joins Macmillan

Allen D. Bragdon, formerly advertising, sales promotion and merchandising manager of Doubleday & Co., New York book publisher, has joined Macmillan Co., New York book publisher, as ad manager.

New 1959 Edition

fit type
IN SECONDS!

Tens of thousands of artists, ad men, printers, editors and students have discovered the Haberule *Visual* Copy-Caster to be the simplest, fastest, most accurate copy-fitting tool ever devised. At art supply stores or order direct . . . only 10.00

HABERULE
BOX AA-245 • WILTON • CONN.

THE MAN THE PUBLISHERS FORGOT
(...'til now!)

He's the farm-store owner. Now a new magazine, FARM STORE MERCHANDISING, helps him and more than 30,000 of his busy brothers sell a flock of products to a booming farm market. Learn more about the market advertisers shouldn't forget in BPRD Classification 44A or by writing to . . .

FARM STORE MERCHANDISING
THE MILLER PUBLISHING CO.
Box 67, Minneapolis 40, Minn.

YOU CAN'T COVER NORTH CAROLINA

SPRING BRINGS A SHOWER OF TOURIST DOLLARS TO NORTHWEST NORTH CAROLINA

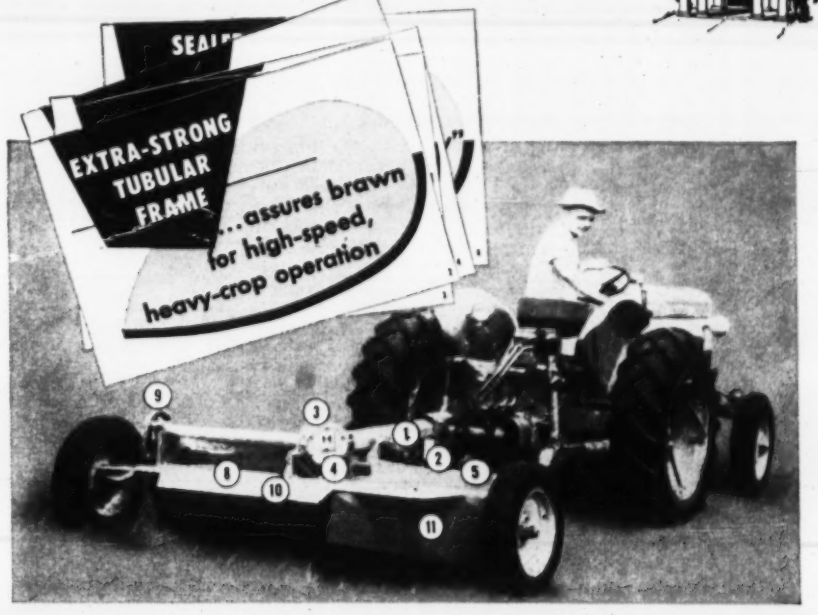
In Springtime the entire area is alive with tourists . . . eager to ride the exciting Blue Ridge Parkway . . . to see the many beautiful scenic attractions in the Mountains and in the Piedmont. Tourist dollars flow into the cities and towns of the Journal and Sentinel 11-County Trading Area. This means extra buying . . . from the pages of the Journal and Sentinel.

WITHOUT THE WINSTON-SALEM JOURNAL AND SENTINEL

CIRCULATION NOW 102,931
Pub. statement ending Sept. 30, '58

JOURNAL MORNING SENTINEL EVENING REP KELLY-SMITH COMPANY

From the House of Ideas...



IDEAS THAT SELL... at the point-of-sale

IMMEDIATE FEATURE IDENTIFICATION

Pressure-sensitive, self-stik Mystik® plaques pin-point sales features for International Harvester equipment. Dealers get a complete booklet of plaques, including a numbered photograph that indicates exactly where they are to be placed. All the information is right at hand. For display ideas to sell *your* product more effectively, call or write Chicago Show, 2635 N. Kildare, Chicago 39, SPaulding 2-1600.

CHICAGO SHOW PRINTING COMPANY
CHICAGO • NEW YORK
and other principal cities

Desirable territories available for experienced men. Write for details.

®Trademark Mystik Registered

AMERICAN HOME
12,000,000 men and women read American Home for ideas on building, remodeling, decorating, food, furnishing and gardening. It devotes more of its editorial to home-service than any other magazine.
A CURTIS MAGAZINE
3,600,000
CIRCULATION NOW

WINNERS—*Boston goes Kentucky as evidenced by this first in a series of ads to run in the New York Daily News for a full year. Theme of the campaign is "Great Kentucky Winners"—featuring famous horses and Old Mr. Boston Rocking Chair Kentucky whisky. This ad drew ready response because it erroneously mentioned Whirlaway as one of only seven horses to capture racing's famed Triple Crown There were eight.*

Business Paper Ads Drop 3.6% in First Quarter, 'IM' Says

CHICAGO, April 7—Business publications' advertising volume for the first three months this year shows a drop of 3.6% (4,093 pages) from the volume reached at the end of the first three months of '58.

Pages for the month of March dropped 2.4% (981 pages) over the same month last year. These figures represent the combined volume of approximately 320 business publications reported monthly in *Industrial Marketing*.

As a group, industrial publications were hit hardest, showing a March decrease of 3.6% (971 pages). The year-to-date percentage dip was 4.6%, representing a 3,452-page loss.

■ Class publications were down in March by 1.1% (44 pages). These publications had an almost identical year-to-date percentage deficit of 1.5% (169 pages).

Trade publications lost only .07% (4 pages) in March; with a year-to-date percentage dip representing a 2.8% loss.

Breaking the negative pattern are those publications in the product news group, showing a 1.4% (35 unit) increase for the month. For the year-to-date, these publications were down 1.7% (120 units).

Up for the month also are publications in the export group. They show a .3% (3-page) increase for the month, with a 6.2% (220-page) decrease in the year-to-date totals. ≡

Mullen to WLW Promotions

Robert J. Mullen has been named general manager of the Cincinnati office of WLW Promotions Inc., the transit advertising division of Crosley Broadcasting Corp. He was formerly vp of Traction Advertising Co.

Aronson Joins Glissade

Edward H. Aronson, formerly with Columbia Record Distributors, has been named to the new post of ad manager of Glissade Inc., Brooklyn manufacturer of Formica vanities and medicine chests.

1959 Lineup of Radio-TV Baseball Sponsors

American League

	Television					Radio			
Team (1958 Standing)	Originating Station	Station Feed	Number of Games	Sponsor & Agency	Originating Station	Station Feed	Number of Games	Sponsor & Agency
1. New York Yankees	WPIX	3 stations	77 home 50 away	½ Ballantine (Esty) ½ R. J. Reynolds (Esty) (Winston—away games) (Camel—home games)	WMGM	40 stations	All	Same as tv in N.Y.C. Outside N.Y.C.: ½ Ballantine (Esty) ½ Atlantic Refining (Ayer)
2. Chicago White Sox	WGN-TV	None	All day home games	½ Oklahoma Oil (Needham, Louis & Brorby) ½ Hamm Brewing (Campbell-Mithun)	WCFL	50	All	½ General Finance (Gordon Best Co.) ¼ White Owl (Young & Rubicam) ¼ Budweiser (D'Arcy)
3. Boston Red Sox	WHDH-TV	5	51	⅓ Atlantic Refining (except in northern New England) (Ayer) ⅓ Narragansett Brewing (Cunningham & Walsh) ⅓ Ford Dealers, N.E. (J. Walter Thompson)	WHDH	47	All	Same as tv
4. Cleveland Indians	WEWS	5	55	⅓ Carling's Brewing (Lang, Fisher & Stashower) ⅓ Standard Oil, Ohio (McCann-Erickson) ⅓ Open	WERE	47	All	⅓ Carling's Brewing (Lang, Fisher & Stashower) ⅓ Central Nat'l Bank (Fuller & Smith & Ross) ⅓ Open
5. Detroit Tigers	WJBK-TV	6	40	⅓ Goebel Brewing (Campbell-Ewald) ⅓ Bayuk Cigars (Wermen & Schorr) ⅓ Speedway Petroleum (Doner & Peck)	WKMH	42 in Michigan Plus one in Toledo	All	Same as tv
6. Baltimore Orioles	WJZ-TV	3	21 home 33 away	⅔ Gunther Brewing (Lennen & Newell) ⅓ Bayuk Cigars (Wermen & Schorr)	WBAL	About 12	All	½ Gunther Brewing (Lennen & Newell) ½ Five or six local sponsors
7. Kansas City Athletics	WDAF-TV	None	10 away	½ Schlitz Brewing ½ Skelly Oil (Bruce Brewer & Co.)	WDAF	6	All	Same as tv
8. Washington Senators	WTOP-TV	None	8 home 5 away	¼ General Mills (Dancer-Fitzgerald-Sample) ¼ General Cigar (Young & Rubicam) ¼ Ford Dealers of Wash. (J. Walter Thompson) ¼ open	WTOP	About 12	All	½ Gunther Brewing (Lennen & Newell) ½ Md. & Va. Milk Assn. and other local sponsors

National League

1. Milwaukee Braves	No tv	—	—	—	WEMP	40	All	⅓ Miller Brewing (Mathisson) ⅓ Clark Oil (Campbell-Mithun) ⅓ Lorillard (Lennen & Newell)
2. Pittsburgh Pirates	KDKA-TV	3	30	⅓ Atlantic Refining (Ayer) ⅓ Iron City Beer (Ketchum, MacLeod & Grove) ⅓ Bayuk Cigars (Wermen & Schorr)	KDKA	21	All	Same as tv
3. San Francisco Giants	No tv	—	—	—	KSFO	8	All	½ Falstaff Brewing (Dancer-Fitzgerald-Sample) ¼ American Tobacco (Gumbinner) ¼ J. A. Folger (Harris, Harland & Wood)
4. Cincinnati Reds	WLW-T	5	23 home 31 away	½ Hudepohl Brewing (Stockton, West, Burkhart) ½ Standard Oil, Ohio (McCann-Erickson)	WKRC	50	All	Burger Brewing (Midland)

Team (1958 Standing)	Originating Station	Station Feed	Number of Games	Sponsor & Agency	Originating Station	Station Feed	Number of Games	Sponsor & Agency
5. St. Louis Cardinals	KPLR-TV	None	41 away	¾ Anheuser-Busch (Gardner) (Owner of Cardinals) ¼ General Mills (Knox Reeves)	KMOX	71	All	½ Anheuser-Busch (Gardner) ¼ General Finance (Best) ¼ Chevrolet Dealers, St. Louis (Campbell-Ewald)
6. Chicago Cubs	WGN-TV	None	All home games	½ Oklahoma Oil (Needham, Louis & Brorby) ½ Hamm Brewing (Campbell-Mithun)	WGN	None	All	⅓ Bayuk Cigars (Wermen & Schorr) ⅓ Oak Park Savings (Connor Associates) 1/6 Goebel Brewing (Campbell-Ewald) 1/6 Phillips Petroleum (Lambert & Feasley)
7. Los Angeles Dodgers	KTTV	None	11 away with Giants	½ American Tobacco (Gumbinner, BBDO) ½ East Side Brewing (Young & Rubicam)	KMPC	8	All	Same as tv
8. Philadelphia Phillies	WFIL-TV	2	64 on WFIL-TV About 40 others	⅓ Atlantic Refining (Ayer) ⅓ Ballantine (Esty) 1/6 Tasty Baking (Aitkin-Kynett) 1/6 Bayuk Cigars (Wermen & Schorr)	WIP	19	All	Same as tv

Note: Sports Network handles mechanical end of transmitting road games for most of the teams.

Radio-TV Network Coverage of Major League Baseball

Network	Number of Stations	Games	Sponsors
NBC-TV	144 on Saturdays 130 on Sundays	25 Saturday 25 Sunday	½ Phillies Cigars (Werman & Schorr) ½ Anheuser-Busch (midwest) (Gardner) ½ National Brewing (Sat. only in Southeast) (Doner & Peck) ¼ Genessee Brewing (Sat. only in N.Y. State) (Marschalk & Pratt) Remainder available for sale on co-op basis.
		All Star - July 7 World Series	Gillette Safety Razor (Maxon)
CBS-TV	157	25 Saturday 24 Sunday	½ Falstaff Brewing (Dancer-Fitzgerald-Sample) ⅛ State Farm Insurance (Needham, Louis & Brorby) ⅛ Colgate-Palmolive (Sun. only) (Ted Bates) ⅛ General Mills (Sun. only) (Knox Reeves) Remainder available for sale on co-op basis
Mutual Radio	approx. 325	between 150-160	Quaker State Oil Refining (Sat. games) (Kenyon & Eckhardt) Sun. through Fri. available for sale on co-op basis

Not Leaving BPA, Says Industrial Publishing

Industrial Publishing Corp., Cleveland, all of whose eligible publications are members of Business Publications Audit of Circulation, has no intention of leaving that organization, Edwin M. Joseph, vp, has declared.

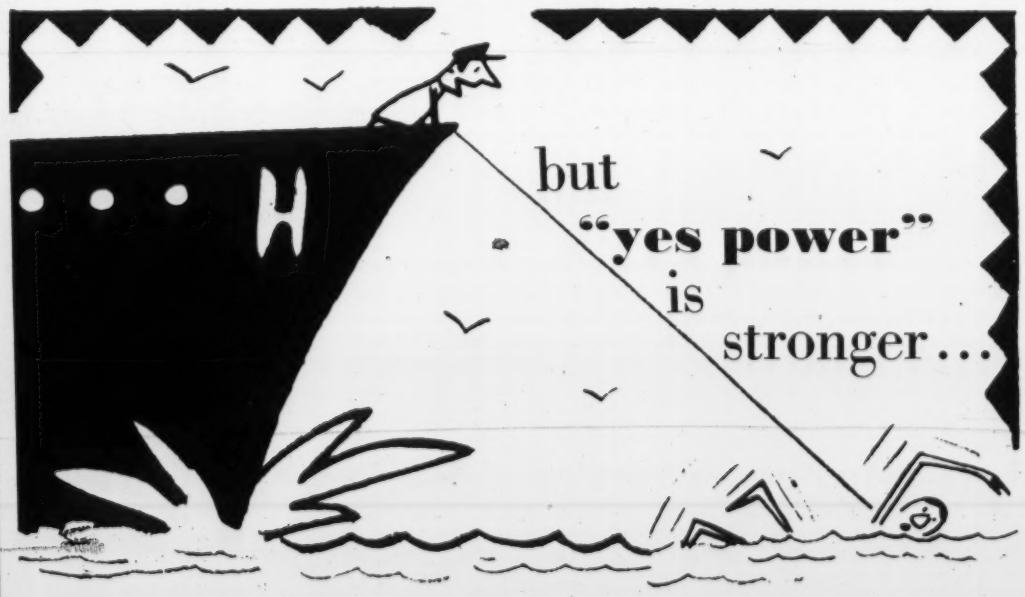
"Our recent decision to verify *Material Handling Engineering* through VAC (Verified Audit Circulation Co.) has created the impression in some quarters that we are dropping BPA," he said. "This is not a fact."

'Leader-Post' Names Balmer

Preston W. Balmer has been named advertising manager of the *Leader-Post*, Regina, Sask. He succeeds Al Hulme, who is retiring after 15 years in the post. Mr. Balmer formerly was ad manager of the *Saskatoon Star-Phoenix*, and will be succeeded by John M. Miles, assistant ad manager of the *Leader-Post*.

Hazard Names Two

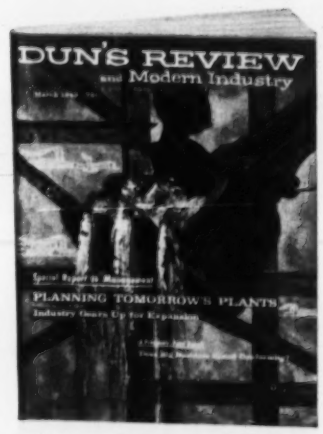
Jonathan C. Thwaites, with the art department of Hazard Advertising Co., New York, for the past two years, has been appointed executive art director. James R. Thompson, formerly sales promotion manager of W. R. Grace & Co., has joined Hazard as an account executive.



today as never before...

a magazine that influences management decisions

...edited for the age of the manager



In editorial appeal...in advertising content...Dun's Review and Modern Industry concentrates on the techniques of managing business. This vital magazine climate is the reason advertisers who want to influence the decisions of 116,000 executive readers have already used 27% more advertising than in the same period last year.

DUN'S REVIEW
and Modern Industry
The magazine of Presidents
...and men who are going to be!
ABC

Along the Media Path

Life has sent out LP records of the sound track of its new presentation "See For Yourself" (AA, Feb. 23), which promoted the value of magazines in general, to all those who have attended the promotions.

• A program to advise business men how to use newspaper advertising that is more influential and appealing has been started by the **Louisville Courier-Journal** and the **Louisville Times**. The Louisville program is part of a national effort, promoted by the better business bureau, to "improve advertising, increase its believability, and multiply its impact," according to J. Garrett Noonan, the papers' ad director. A 12-page newspaper-size broadside setting forth suggestions and regulations formulated by the newspapers, the better business bureau, and the Federal Trade Commission is being distributed by the *Courier-Journal* and *Louisville Times* to local merchants and advertising agencies.

• On Tuesday, May 12, the **Buffalo News** will run its annual outdoor living section.

• Some 631 stores are participating in **True's** fourth annual Father's Day promotion. The promotion will feature Bob Hope, *True's* father of the year for 1959.

• "Play It Cool," a giant summer product promotion campaign for advertisers during the months of June, July and August, has been inaugurated by the **ABC Radio** network. It will provide summer products with direct on-the-air promotion and editorials together with merchandising aids for advertisers' marketing forces.

• Beginning with its June issue, Chilton's **Product Design & Development** will have new mechanical requirements for its advertising units. The one-ninth page unit becomes 3⅜ x 4⅞"; the two-ninths page unit becomes 3⅜ x 10".

• To point up its Latin American coverage, **Time** has sent out a booklet collecting its series of news stories since July 26, 1953, of Fidel Castro's Cuban revolt. A facsimile of the black and red brassard worn by the rebels, with "26 Julio" on it, was mailed with the promotion.

• **Look** has begun running a series of advertising messages in defense of American business.

• "A publication is known by the *companies* it keeps. . ." **This Week Magazine** says in a new promotion brochure which is a facsimile of a sealed portfolio of engraved stock certificates bearing the names of advertisers who have used the supplement from four to 24 years.

• The April issue of **Mid-Western Banking**, Milwaukee, has the first four-color front cover in its 49-year history.

• Preliminary construction work is now under way on a wing which will double the present office space of **TV Guide's** national headquarters in Radnor, Pa.

• **WTVJ**, Miami tv outlet, has published its annual report, this year covering its entire first decade of operation. The 32-page magazine is a photo essay, tracing the station from the first day of operation to its 10th anniversary in March, 1959.

• Additions to existing r.o.p. color equipment, plus new and larger type faces, have just been installed by the **Forum-News**, Fargo, N. D.-Moorhead, Minn., in a $100,000 expansion program. The newspaper also reduced its column width to 11 picas.

• **Scientific American** has sent advertisers a three and one-half page memorandum from its publisher, Gerard Piel, reporting in scientific detail on the subject and scope of its forthcoming single-topic issue in September. This 10th annual single-topic issue will be devoted entirely to high-energy radiation.

• "Back-to-Campus with **Playboy**" is the name of a promotion folder offered by the magazine to describe the special merchandising facilities offered to related product advertisers in the publication's two forthcoming back-to-campus issues in August and September.

• **Department of New Laurels:**

Ellery Queen's Mystery Magazine's net advertising for the first six months of 1959 increased 37.5% over the similar period in 1958, the largest increase in its 18-year history.

Newsweek reports its highest gross first-quarter advertising income and first-quarter average net paid circulation in its history. Publisher's estimated gross for first quarter 1959 is $5,430,103; net paid circulation 1,294,905.

The **New York Times'** first 1959 quarter is the biggest in its history in terms of advertising and circulation. Advertising totaled 14,544,-194 lines, a gain of 1,922,847 lines over the 1958 quarter. Circulation for the six-month period ending March 31 averaged 673,974 weekdays, 1,347,936 Sundays. #

Hobby Industry Guide Due

"Merchandising Hobbies," a handbook of retailing information on the hobby industry, will be published in June by the Hobby Industry Assn. of America. It will give information sources in the industry and explain hobby retailers' operational patterns. Copies will be available for $10 from HIAA's offices in Suite 1600, 1528 Walnut St., Philadelphia.

'TV Guide' Names Hershon

Norman Hershon, formerly with the *Miami News*, has been named advertising manager of the Florida edition of *TV Guide*, Miami. James A. Capone has been promoted from the promotion staff in Radnor, Pa., to promotion representative for the Cleveland edition.

Milwaukee Inn to Meyerhoff

The Milwaukee Inn, a new Milwaukee motor hotel scheduled to open April 9, has named Arthur Meyerhoff & Co., Milwaukee, to handle its advertising. Both the *Milwaukee Journal* and *Milwaukee Sentinel* carried special sections heralding the motor hotel.

BUY A RIFLE...GET A SHOTGUN, TOO!

RIFLE

METROPOLITAN MEMPHIS
163,930 FAMILIES
576,700 POPULATION
198,757* Combined Daily Circulation
121,275* Sunday Circulation

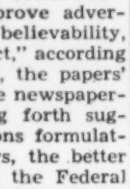
THE SHOTGUN

76-COUNTY TRADE AREA
702, 350 Families
2,613,400 Population
• 59% Family Coverage in the 61 Major Towns (Excluding Memphis) in Memphis Market

SRDS 11-15-58
* ABC Audit 3-31-58

TOTAL PAID CIRCULATION
Combined Daily 356,433
Sunday 255,182
ABC Pub. Statement 3-31-58

THE COMMERCIAL APPEAL
MEMPHIS
PRESS-SCIMITAR
SCRIPPS-HOWARD NEWSPAPERS



In Paris . . it's the Eiffel tower . . in Kansas City it's KCMO's "Eye-full" tower

TALLEST SELF-SUPPORTED TOWER IN THE WORLD
LOCATED AT BROADCASTING HOUSE, KANSAS CITY

KCMO-TV and KCMO Radio

KCMO-TV Channel 5—maximum power from the world's tallest self-supported tower—1042 feet above ground for greater coverage.

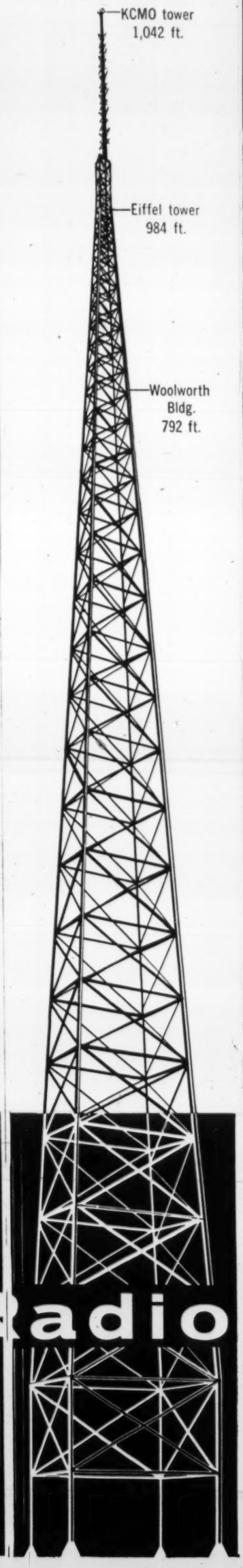
KCMO-Radio 810 Kc. with a 50,000 watt signal — makes it Mid-America's most powerful station.

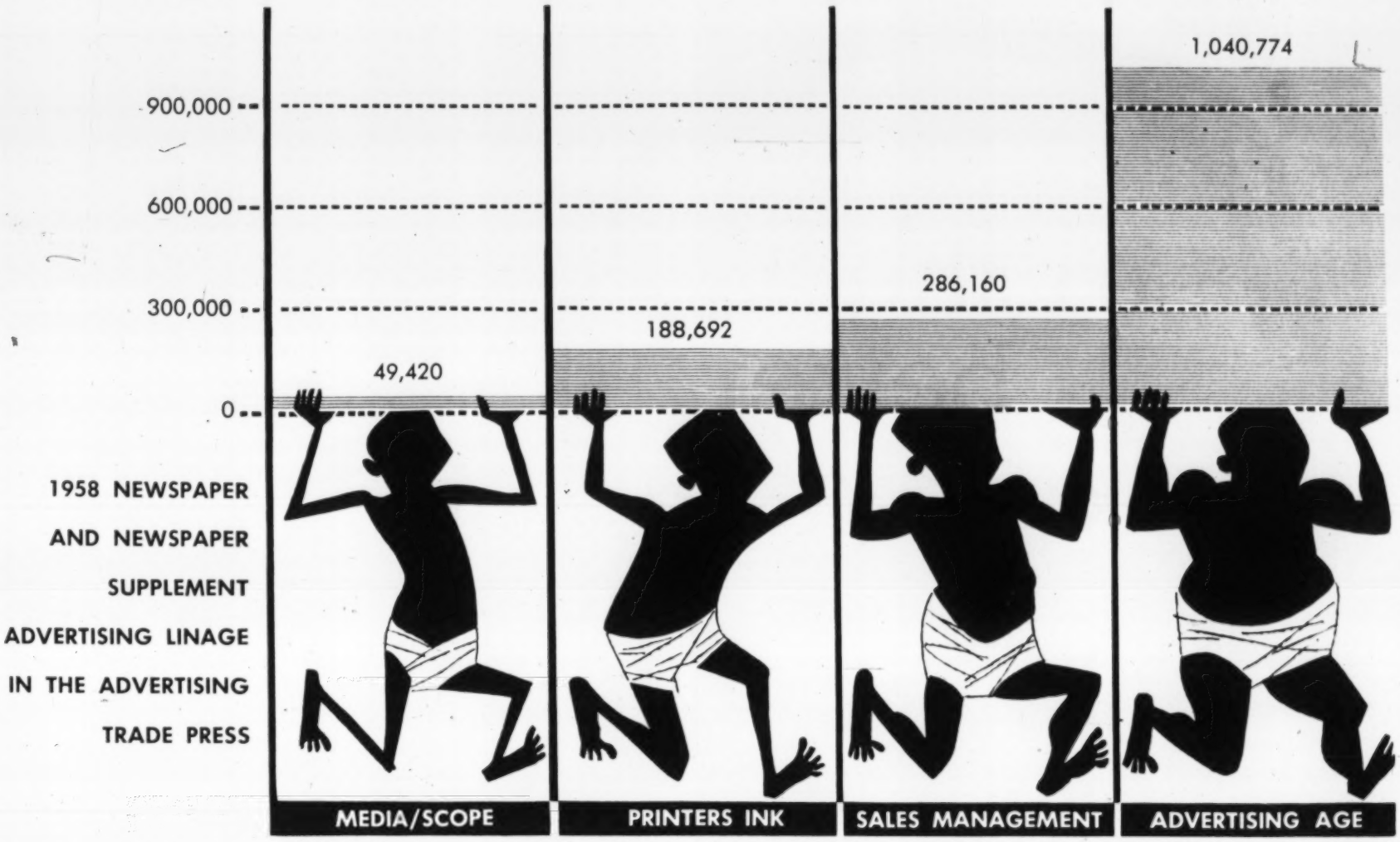
represented nationally by The Katz Agency

A community leader in programming, public services and award-winning radio news reporting.

Kansas City's ONLY complete broadcasting service — Radio — Television — and FM.
One of Meredith's All Family Stations

Affiliated with Better Homes & Gardens and Successful Farming Magazines





Newspapers choose the Big One... *Advertising Age*... to do their big selling job!

Advertising Age possesses the obviously right combination of Editorial and Circulation specialization to achieve this dominant leadership...

In 1958, Advertising Age (the Big One) carried 66.5% of the total newspaper and newspaper supplement promotion linage in the publications compared above! The second publication's 286,160 lines hardly made it a safari.

That's the story for newspaper linage, but it's much the same picture when you study promotion linage of other media in the general advertising and marketing press—magazines, radio-tv, business papers, farm publications, outdoor.

The fact that Advertising Age also carries the biggest load for advertisers in total linage—more than all other general advertising and marketing publications combined—is irrefutable evidence of the advertisers' faith in the Big One—and its ability to produce results! If getting *your* advertising message carried straight to the men who influence decisions in the advertising and marketing field can improve your sales profit picture, the Big One is *the one* to do the job. And at low cost, too!

important to important people

ABC ABP

1 Year (52 issues) $3

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE · NEW YORK 17, NEW YORK

in the better circles

Advertising Dollar Volume—1958

(Source—P.I.B.)

Cosmetics & Beauty Aids—

Harper's Bazaar...$716,025

Parade...661,966

True Story...655,812

Food & Food Products—

Post...$7,079,929

Parade...6,948,896

Look...6,202,891

Tobacco & Tobacco Products—

TV Guide...$1,554,300

Parade...1,490,080

Time...1,254,331

Personal Hygiene & Health—

Good Housekeeping...$1,940,429

Parade...1,774,662

Reader's Digest...1,442,150

Drugs & Remedies—

Look...$2,587,743

Parade...2,393,231

L. H. Journal...2,199,887

Major Appliances—

Good Housekeeping...$827,579

Parade...699,510

L. H. Journal...648,969

Here's the 1958 advertising dollar volume of PARADE and its nearest competitors in major P.I.B. classifications. Look at the company we're keeping—every one a blue chip publication we're proud to be matched against! This indicates the increasing demand by advertisers for the thorough coverage provided by local newspapers.

Parade

The magazine section of more than 60 leading newspapers—reaching 9,000,000 homes every Sunday.

Feature Section

Advertising Age

Tyler's Ten for March

Diamond: the Fake Fur Case

Weiss Discusses Shelf Position

C.M. Likes the Caveman Approach

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Tyler Picks Ten for March . . .

Sight and Sound

By William D. Tyler

The theorists are starting to make a good case for print against television, but they're walking a dangerous tightrope. Here's what they say. Tv viewing is a completely passive pursuit. The viewer just sits there, waiting to have his pap served up to him, almost without exercising any conscious selection. Magazine and newspaper reading, on the other hand, is a self-benefiting activity for the individual who reaches out for what he wants. Sure, this makes the print reader sound like a more worth while prospect, but isn't there an implication here that the tv viewer is an easier touch for a commercial appeal? And doesn't it also argue for the high-pressure, hard-selling, highly repetitive approach in that medium? Now, back to print . . .

William D. Tyler

Chevrolet

Chevrolet advertising has not been spectacular, nor has it been characterized by any particularly rousing theme. Yet, as the season progresses, this print campaign gains in stature and persuasiveness. What distinguishes it is reasonable copy, like Walter "Pete" Booth's and Jack Strohm's. "Maybe you can't please everybody, but this car comes mighty close," plus a new note in car photography, usually accomplished by placing cars on grass, with casual looking models artfully strewn about. Campbell-Ewald's Bob Hungerford and Russ Funkhowser are responsible for the art treatment, and it was a joint effort for the over-all.

Johnston & Murphy

The J&M spread in *The New Yorker* is probably the best men's shoe ad of recent years. The right-hand page lists the 77 steps necessary to fulfill the headline promise: "How you can make this shoe by hand." Harry Pesin's copy is sprinkled with little-known trade secrets which distinguish a hand-crafted shoe. Copy ends with, "You're at the halfway mark. Now make the shoe for your other foot. Repeat steps 1 to 77." Rockmore's Bill Goldberg made the layout.

Hoover Cleaner

The Hoover people have a new feature on their Constellation cleaner which I don't think holds a candle to the invention of the wheel. It's an on-off switch on the handle which, as B. Nash's copy says, "saves you the hike back to the cleaner." Normally, ads would have been run devoted to the feature. Instead, Hoover ran a "Whatchamacallit" contest purportedly to find a name for the switch, along with a modest prize structure and a Godfrey tieup. Wonderful way to make a lot out of a little. Idea was Dick Wood's, Leo Burnett, and layout by Neil McBain.

Chemstrand Nylon

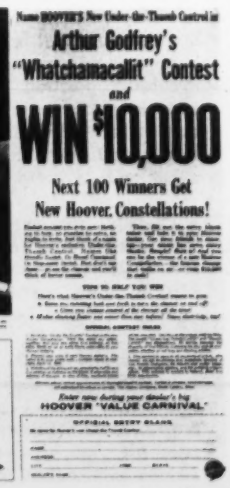
Most fashion advertising is of a pattern; terribly, terribly chic and just as static. Chemstrand is an exception. This spread, showing nylon party dresses that stay fresh-looking in spite of rousing games of musical chairs, is a case in point. Good copy by Doyle Dane Bernbach's Judith Protas. Sample: "wear without tear . . . dry so fast, they're ready between breakfast and party." Art direction: William Taubin.

Clark Grave Vaults

Over the years, Clark has made several valiant attempts to gain attention for its undoubtedly estimable product through advertising. It hasn't been easy. At last, they have hit upon what I consider a brilliantly reasonable solution for getting people to read about what is unquestionably the most distasteful product category of them all. They build ads around the offer of a booklet that answers these perplexing problems that confront the survivor who has to make the "arrangements." Wonderful way to select the real prospects, those who will soon be in the market, as the saying goes. Idea was Ranold W. West's, copy director of Stockton, West, Burkhart; laid out, if you'll forgive the expression, by Robert Helmick, art director.

Capital Airlines

With women, particularly, showing fear of jet air travel because it is new and relatively untried, Capital moved in fast last month to take advantage of (I almost said, "made capital of." Funny?) the fact that its Viscounts are jet-powered and have a long-time safety record. The old lady in Warren Perryman's layout may be a touch theatrical and/or hokey, but the ad makes its point with both speed and dispatch. Copy by Kenyon & Eckhardt's Fred Flanagan and Bill Abrams.



Simon & Schuster

Too bad you can't read the copy. This is a wonderful mail order book ad, written by Tom Collins of Schwab, Beatty & Porter, for S&S. It has a headline calculated to elicit some faint spark of interest among certain of our greedier gentry: "How I turned $1,000 into a million—starting in my spare time. An amazing story that may change your life." Wow. If that doesn't pull 'em in, consider this: "I reveal . . . the four basic principles of traveling the last remaining road to great fortune still open to the average man."

Band-Aid

In connection with making good use of new formats, please also consider what J&J did with Band-Aids by using the new "staggered" spread unit. They dominated two pages by using half of each. Its strength lies in what the mind supplies. One hand on one page, the other on the other, seem to jump across the intervening editorial matter. Copy by Ed Ryan and layout by Arthur Cady of Young & Rubicam.

Bisquick

Betty Crocker's "Take-Out Page" in magazines last month was an extraordinarily fine way to present service material. The page was perforated so that recipes could be removed easily and almost individually. Not only that. The illustration and description were on one side, the recipe itself on the back. Facing page was a Bisquick product ad.

■ Good example of what ingenious things can be done with new format flexibility in magazines. Copy by Sally Gibson, art by Bill Olson and Ken Krom. Account supervisor is Richard Burbank, at Knox Reeves, Minneapolis.

Pontiac

Pontiac sales are breaking the track record. "Wide-track" seems to be the reason. Copy by Bob Marker in this newspaper page makes it sound like one hell of a feature. "Over the past few years car *body* widths have been increased . . . but not . . . widths between the wheels. A wide body without a wide track is like a husky football player in dainty ballet slippers. Top heavy. We . . . widened the stance, but not the car. The car held to the turns and hugged the curves . . . gave the driver control and confidence." There is more, about greater luggage room and "mechanic" room, all good selling copy. McGuire, Kulberg, and a group effort at MacManus, John & Adams are responsible for the over-all idea. #

On the Merchandising Front . . .

An Earful on Eye-Level Shelf Position

By E. B. Weiss

Every so often, the world of marketing becomes obsessed with a concept. Currently, the great marketing fad involves eye-level shelf position in self-service, self-selection retail outlets.

E. B. Weiss

The cigaret companies, in particular, are involved in a fierce struggle for eye-level shelf position for their various brands. Payments for this shelf position are in a competitive whirl; the producers are bidding against each other and the food supers in particular are quite delighted with the (apparently) juicy income.

I would be the last even to attempt to rate down the enormous merchandising importance of center-level shelf position in this self-service shopping age. But there is a vast sea of difference between an important marketing concept and a miracle. And I doubt very much that eye-level position will work miracles for most cigaret brands—or for most brands in other merchandise classifications.

In the first place, what *is* eye-level position? I reach up to the magnificent height of 5'2½". Ed Russell, one of my associates at Doyle Dane Bernbach, is a puny 6'2½". I rather doubt that our respective eye-level positions are precisely the same!

In the second place, there is the rather naive assumption that the field of vision of the eye involves almost a straight and narrow line. Now it so happens that I visited my opthamologist just the day before I wrote this. I queried him on this point. His answer: Omitting the few who suffer from certain serious eye ailments and defects, the field of vision of the human eye (with no motion of the eye at all!) is amazingly broad. Indeed, applying what he told me to a typical food super fixture, I would say that the field of vision of the fairly normal eye would take in—with no motion at all—*from 50% to 75% of all the shelves on the fixture!*

■ In the third place—the human eye is, of course, in constant motion. It is by no means limited to, nor even does it tend to linger most of the time, at so-called eye-level position. If anything, the human eye spends *more* time viewing the universe at *other* than eye-level position than at eye-level. The eye tends to spend more time at other than eye-level position for two reasons: (a) because this is its nature; (b) because, obviously, there are dozens of positions other than eye-level, so this is comparing just one position against many. Its motion is perpetual (even occurring in sleep), it is fantastically rapid, it involves miniscular physical effort. (Indeed, the greatest strain on the eye is to keep it too long in one position!)

In the fourth place, the current favoritism for eye-level position is premised, not only on presumed eye action, but also on the *physical* effort presumably involved in reaching a shelf that is not at eye-level position. Here, too, we must consider not only variations in human stature, but also the *degree of difference* in physical effort involved in reaching for a package at various shelf heights.

■ Clearly, the shopping public reaches for merchandise at all, fixture height levels. If this were not so, then about 80% of shelf space in a food super, for example, would be poor space, and this just isn't so. It is very much of a question whether any more physical effort is involved reaching either 20% above or below that entirely mythical and really non-existent eye-level position than in reaching out at eye-level position. (If anything, it might be a bit easier, physically, to reach out a trifle *under* eye-level position; try it.)

In the fifth place, while brand loyalty has unquestionably slipped (and I have been pointing this out for some years), this doesn't mean that there is no brand loyalty, no brand habits, no brand demand, no brand preferences. And I think that when some of the strongest brands in the nation become obsessed with eye-level shelf position, somebody is forgetting all about the hundreds of millions that have been put behind these brands in advertising over the years.

Let's bear in mind that the tests that have been made on eye-level position have been the farthest thing possible from scientific tests, I defy anyone to show a test of this kind that would satisfy a group of scientists.

■ Now I repeat that I do not rate down central-level shelf position. But I think, currently, it has become a fetish with merchandisers; that its contributions to volume are being exaggerated more often than otherwise; and that, in essence, the considerable sums that are being paid to buy eye-level shelf position are simply velvet to the retailer.

As a matter of fact, a spokesman for Jewel Tea is quoted as saying: "Actually, I feel that some people are oversold on the importance of eye-level position. It is no magic button."

Right! #

The Language of Advertising

There is a word-game in advertising circles that's getting to be about as widespread as Tin Lizzie stories were 40 years ago:

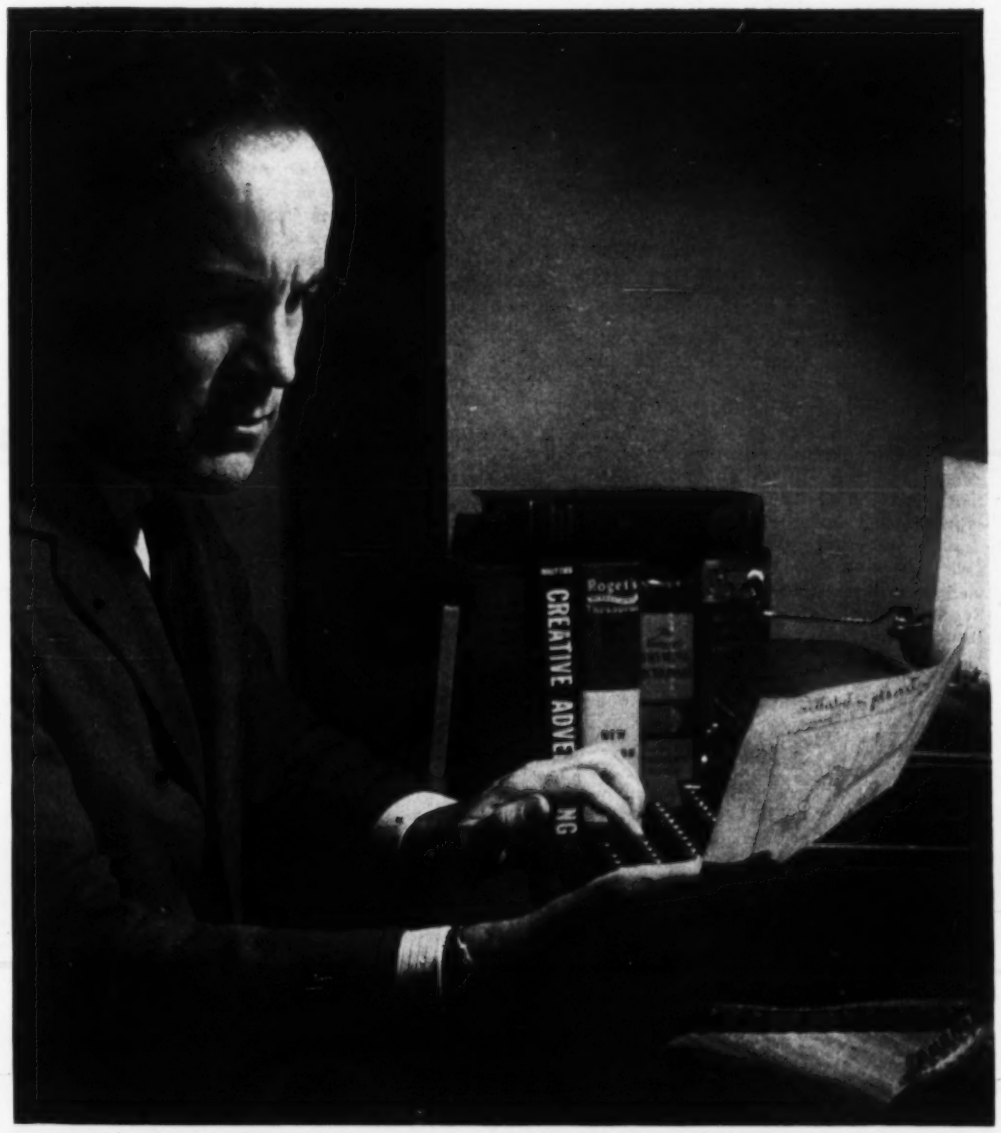
"Let's run up a flag and see who salutes."
"That's the way the salami slices."
"Yes, sir, this is a real eye-patch."

Flesh-and-blood advertising men, of course, don't actually talk or think or write that way.

Our company has pinned up a set of phrases which pretty well expresses our ideas on the real language of advertising:

... the virtue of simplicity
... the strength of earthiness
... the wallop of sweated-out imagination

When your advertising talk is on that solid a creative base, you really don't have to "peel off the bark and see if the sap's still running."



We work for the following companies: Allstate Insurance Companies • American Mineral Spirits Co. • Appointment Hosiery Mills, Inc. • Atchison, Topeka & Santa Fe Railway Co. • Brown Shoe Company • Campbell Soup Company Chrysler Corporation • Commonwealth Edison Company and Public Service Company • The Cracker Jack Co. • The Electric Association (Chicago) • Green Giant Company • Harris Trust and Savings Bank • The Hoover Company • Kellogg Company • The Kendall Company • The Maytag Company • Motorola, Inc. • Philip Morris Inc. • Chas. Pfizer & Co., Inc. The Pillsbury Company • The Procter & Gamble Company • The Pure Oil Company • The Pure Fuel Oil Company Star-Kist Foods, Inc. • Sugar Information, Inc. • Swift & Company • Tea Council of the U. S. A., Inc.

LEO BURNETT CO., INC.

CHICAGO, Prudential Plaza • NEW YORK • DETROIT • HOLLYWOOD • TORONTO

What's Doing on the Legal Front . . .

'Fake Fur' Case Illustrates New Technique for Controlling False Advertising

By Sidney A. Diamond
Member of the New York Bar

The control of false advertising by means of legal proceedings has been almost exclusively in the hands of the Federal Trade Commission for many years. The Mutation Mink Breeders Assn. now has taken the lead in testing a new approach to the problem that permits enforcement by private action in the courts.

Sidney A. Diamond

The Federal Trade Commission has broad statutory powers to halt "unfair and deceptive acts and practices." It will proceed upon the complaint of a competitor or an injured consumer as well as on the basis of its own continuing investigations. However, FTC cases are notoriously slow both in getting started and in getting finished.

The commission's staff is constantly overloaded. Furthermore, the law under which the FTC operates provides an automatic stay every time another appeal is taken.

It is not unusual for a Federal Trade Commission case to be dragged along to such an extent that, long before the final appeal is decided, the advertising campaign on which the complaint was based has been discontinued. Although violation of an FTC order carries stiff penalties, the commission only has the authority to issue an order to cease and desist; it cannot fine an offender, collect damages or take his profits away from him. Since the advertising frequently has been dropped during the pendency of the case anyway, violations obviously are rare. These are the circumstances that lead some advertisers to treat a Federal Trade Commission proceeding against them as no more worrisome than the proverbial slap on the wrist.

■ In private hands, court proceedings against unfair competitive practices can be much swifter and more drastic. In addition to an injunction, which is the equivalent of an order to cease and desist, a court can order the payment of damages and even require the offender to turn his profits over to the complaining party. In an aggravated situation, a preliminary injunction, to remain in effect until the case is reached on the trial calendar, can be secured in a very short time. And a violation of an injunction is contempt of court, the penalties for which are limited only by the judge's discretion.

False advertising is in a difficult legal category, however. Until recently, it has been almost impossible to control it by private action in the courts. In one famous example, the California Apparel Creators tried unsuccessfully to stop manufacturers located in other states from using the name "California" in connection with their products. One of the technical stumbling blocks that the California trade association ran into was the inability to establish any damage to its members. The group did not include every single apparel manufacturer located in the state of California.

Even if it had been possible to show loss of trade due to the activities of the defendant manufacturers, there would have been no way of showing that any particular California manufacturer was injured. The target of the allegedly false advertising was the entire California apparel industry; it might have been someone other than the members of the association who lost the orders. On this basis, the case was thrown out of court.

In 1947, while the California Apparel Creators case was pending but too late to affect it, a new federal law known as the Lanham Act went into effect. Although its principal subject was trademarks, this law included a section dealing with "any false description or representation" of a product and provided for a civil action by "any person who believes that he is or is likely to be damaged by the use of any such false description or representation."

This broadly phrased section has turned out to be one of the most controversial provisions in the Lanham Act. Its indefinite language seems to have frightened off prospective litigants instead of encouraging people to make use of it. But several legal commentators have urged that it properly should be interpreted to provide the legal framework for court proceedings by private concerns to combat false advertising.

■ Only a limited number of companies have accepted this invitation, and the results to date have been far from sensational. The Mutation Mink Breeders Assn. now seems to have found a formula under which this section of the Lanham Act can be invoked successfully. A decision this association recently won in the U. S. district court in New York City may be widely influential in expanding the usefulness of the false advertising provision of the Lanham Act.

■ The object of the Mutation Mink Breeders Assn. was a "fake fur" known as "Normink." The association and one of its members brought suit against the manufacturer of the synthetic fabric, a coat company and a retailer. The association charged, not only that the defendants adopted the misleading trademark "Normink," but also that they used such words and phrases as "platinum," "hand-tailored by craftsmen furriers," "Canadian" and "Canadian Fur Trappers Corp.," all of which are claimed to create the false impression that the garments are made of mink fur or have the characteristics of mink fur. Incidentally, the complaint asks for an injunction, damages and the defendants' profits.

An attempt was made to have this case dismissed in much the same way that the California Apparel Creators case was, but the court specifically decided that the Lanham Act section described above gave these plaintiffs a right of action. Whether or not they will succeed at the trial is still an open question, but it is highly significant that the legal theory of the action stands approved.

■ The effect of this decision is that a false advertising action can be maintained even though the complaining party is unable to prove actual diversion of trade. The likelihood of damage to the plaintiff's business is enough. It may be that only an injunction, as distinguished from a monetary recovery, can be secured without proof of actual lost business. But the mere fact of being able to proceed with a private action for an injunction can be of tremendous practical importance in many industries.

The Mutation Mink Breeders Assn. case does not mean that a trade association necessarily is the proper party to bring a lawsuit of this nature. Note that the bare minimum of "likelihood of damage" must be established. If the trade association itself is not engaged in the business, how can it meet this test?

It happens that the Mutation Mink Breeders Assn. is supported by a charge against its members based upon their gross sales. Accordingly, if the sales of the members go down, the association's income is reduced. This particular trade association therefore has a direct pecuniary interest in the business of its members; anything that might injure them also would injure the association; and such an association accordingly has the proper legal standing to sue. The more usual kind of trade association, which simply charges annual dues, probably would not qualify under this set of requirements.

■ The decision in the Mutation Mink Breeders Assn. action contains the practical answer to this problem, too. One of the members of the association joined in the case, stating that it was suing on behalf of itself and "all others similarly situated." The U. S. district court was faced with the problem of deciding whether this was a proper class action and held that it was.

The theory of this kind of legal proceeding is that there are common questions of law or fact affecting the rights of a group of companies and that all of them are interested in the identical form of legal relief. Under these circumstances, one company properly may proceed for the benefit of itself and all other companies in a similar situation, unless for some reason it is not in a position to represent the interests of the entire group adequately. Any other member of the industry that cares to join in the action has the right to do so if it wishes, but there is no necessity for all the members of the industry to appear in the case.

■ To summarize the decision in its broadest terms, a mink breeder has the right to proceed against a "fake fur" manufacturer on the theory that he is falsely advertising his merchandise as mink, and a single mink breeder may sue on his own behalf and on behalf of all others similarly situated.

On the same basis, a company in the leather goods business might proceed against a manufacturer of plastic hand-

The Creative Man's Corner . . .

Worth Every Penny

A cigar brings out the Caveman in you
There's a man-size feeling of power in smoking a cigar. Because cigars give you a psychological lift
along with flavor and satisfaction. Yet you needn't inhale to enjoy them . . . and no other pleasure
so great costs so little. Try a few cigars today and . . . Get that good cigar feeling!

Since you may not be able to read the message in this Cigar Institute advertisement, let us print it for you:

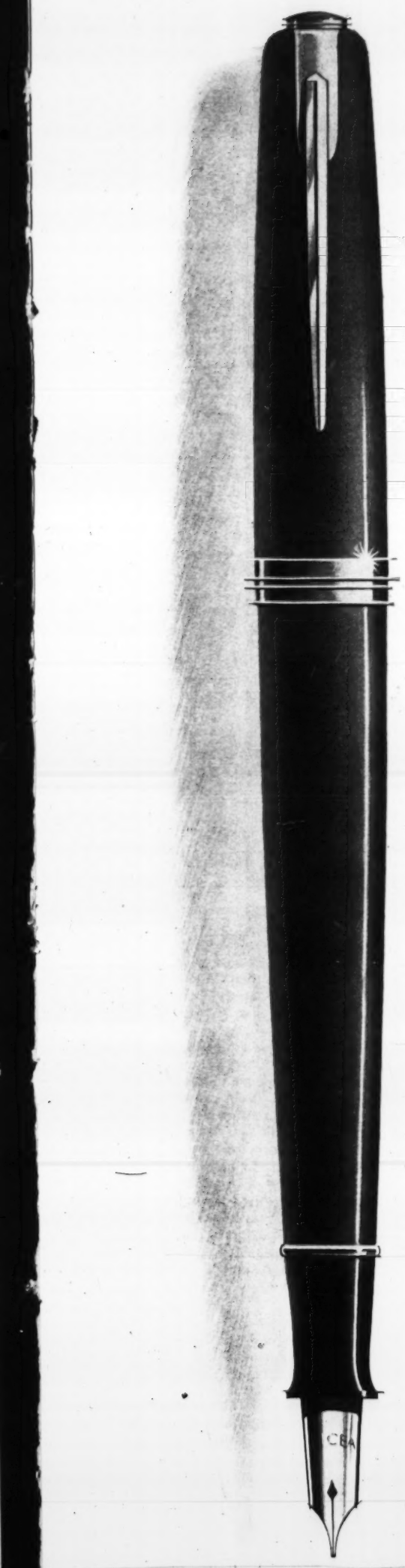
A cigar brings out the caveman in you

There's a man-size feeling of power in smoking a cigar. Because cigars give you a psychological lift along with flavor and satisfaction. Yet you needn't inhale to enjoy them . . . and no other pleasure so great costs so little. Try a few cigars today and . . . get that good cigar feeling!

So far as we are concerned, the essential message of this advertisement is very forceful—credible, almost palpable. You can *feel* what smoking a cigar does for you. So, we assume, if you want it done, you'll go out and buy a few cigars.

We regret that the genuineness of the essential message had to be spoiled, even though to only a minor degree, by the intrusion of what we can only call the cardboard artificiality which the advertising mind rises above only with great difficulty. We mean (a) the illustration, which is so contrived; (b) the use of the word "caveman," which is too extreme to be accepted even as sly humor; and (c) the obvious attempt to suggest that cigars are inexpensive ("no other pleasure so great costs so little"). To a cigaret smoker even a 10¢ cigar is expensive and, of course, to a genuine cigar smoker a 10¢ cigar is completely inadequate.

But we are being captious. The essential message is worth every penny the Cigar Institute paid to have it published. ⁂



THE POST SIGNS UP MORE INSURANCE ADVERTISING THAN ANY OTHER GENERAL WEEKLY MAGAZINE!

The Post is a policy with insurance advertisers. More of them invest more dollars and run more pages in the Post than in *any* other magazine in its field. Why? Because the Post is the best exposure insurance they can buy—or you can, either: each and every ad page in every issue makes more than 29 million *proved* contacts with Post-Influentials!

	TOTAL INSURANCE ADVERTISING—1958		LIFE INSURANCE ADVERTISING—1958		FIRE, CASUALTY & OTHER INSURANCE ADVERTISING—1958	
	REVENUE	PAGES	REVENUE	PAGES	REVENUE	PAGES
POST	**$4,601,276**	**180.51**	**$2,033,912**	**77.05**	**$2,567,364**	**103.46**
LIFE	3,886,419	129.25	1,675,684	55.75	2,210,735	73.50
LOOK	1,537,912	59.87	814,784	31.37	723,128	28.50

29 million times each issue, someone turns to your ad page in the Post. That's Ad Page Exposure!

The Saturday Evening
POST
Sell the POST-INFLUENTIALS
-they tell the others!

A CURTIS MAGAZINE

X ----------

SIGN HERE

bags who misrepresented his product as leather; an importer of French perfumes might take action against a manufacturer who advertised falsely that his perfume was made in France; and a furniture company could sue a competitor who falsely described the wood used in his products.

■ It is too early to tell whether or not the Mink Breeders Assn. case will start a new trend, but it is clear that the facilities are available to those who are willing to use them to attack false advertising by means of private litigation. Putting it another way, the overworked Federal Trade Commission can be by-passed in a false advertising case when the issue is sufficiently important to justify the expense of bringing a private lawsuit. ≠

What They Were Saying 25 Years Ago . . .

Burr Blackburn, director of research of Household Finance Corp., in a monthly bulletin titled, "Better Buymanship" (AA, March 17, 1934):

"In a current magazine Donald A. Laird, director of the psychological laboratory of Colgate University, lauded the sales adroitness of certain storekeepers who discovered they could sell 79¢ silk stockings 80% faster by perfuming them.

"I don't think Mr. Laird looked long enough . . . American business is suffering from a lack of buying by customers who have been 'hooked' by gilded goods.

"The consumer's job will be to convince the merchant that we would rather 'talk business' than fall for the obsolete price gag, that we prefer simple information concerning quality rather than perfumed appeals to our ignorance."

Thayer Cumings, copy chief of Batten, Barton, Durstine & Osborn, in a lecture in a New York Times course in advertising (AA, Feb. 10, 1934):

"Elbert Hubbard once said that a good advertisement should make a friend. To have a friend, be one. Hubbard's stuff was believable because it was human and admitted occasional fallabilities. Hence it was alive instead of coldly, formally dead."

Stuart Chase, as quoted by Mr. Tugwell in "Our Economic Society and Its Problems" (AA, March 10, 1934):

"There are just so many dollars to be spent. Advertising creates no new dollars. In fact, by removing workers from productive employment, it tends to depress output, and thus even lessens the number of real dollars. What it does is this. It transfers purchasing power from A to B. It makes people stop buying Mogg's soap and start buying Bogg's soap."

Learning from the Retail Ads . . .

The Ad Without Verisimilitude

By Clyde Bedell

(Mr. Bedell is a consultant in retail advertising and advertising training.)

Last week we showed an ad that was strong and "true" in all its parts. Here we have an ad from the same issue of the *New York Times* which is "spongy" and without verisimilitude. This ad starts some place with art and type, but it breaks its intention off suddenly before half negotiating the assignment it sets for itself. It is satisfied to skim off the easiest possible sales in the vast audience of the newspaper and uses the newspaper's space for a fraction of its potential value.

Is the mid-page headline for the bottom half of the ad? Or for the whole ad? Is the display type at the top for the top-half of the ad or for the whole page? Are the bottom and top halves, contemporary and traditional offerings of the same sale? Or not?

■ After considerable analysis the reader is still uncertain. With the "contemporary" there is mentioned "hundreds of exciting, beautiful new fabrics, Fourth Floor." At the bottom no mention is made of fabrics. Apparently the "custom covering" referred to at the top has to do with only the top half of the ad.

The art is good but the quality of "trueness" of all parts fitting with and bearing out all other parts is wanting.

Many professional artists and layout artists are not professional *advertising* people—that is, they are not professional "sellers in print."

Many advertising people are not professional sellers. They are simply on advertising payrolls.

Advertising of this kind cannot fail to achieve business. The store name is very good, the medium is tops, the offerings valid. So they do business—and at lowered prices, often much business. Then stores and their advertising people point to the response to prove the validity of their advertising—when as a matter of fact, the correlation is between response and merchandise offering, and store name, and solvent people reached by large circulation, instead of being between all those things *plus* good advertising.

This is a poor type of advertising for smaller stores to copy. It is a poor type of advertising for any store that wants more than a fraction of the value it is paying for advertising. Good advertising never is hard to figure out. It is communication, easy-to-get communication. No ad ever does any store good as long as it is type on a page. It pays off only when the message gets off the page and "walks up and down" in the emotional and intellectual centers of readers.

Only people who were mighty easy to "sell" responded to this ad. ≠

From an Art Director's Viewpoint . . .

Lights, Camera, Action, Smelling Salts

By Andy Armstrong

The top left picture in this spread shows six children, two adults, 13 balloons, three framed prints (one of a *shoe*) a potted plant, party favors, a cake, wire-backed chairs, a festooned doorway and an American flag.

Andy Armstrong

The picture at the bottom right of the left-hand page shows seven people, two horses, a fire, a guitar, a cactus and a picnic lunch.

The large picture on the right-hand page shows seven people, streamers, a balcony grille, eight Coke bottles, four glasses, and a view of the First National Bank of whatever town these goings-on are going on in.

The picture below shows ten people in feverish sports costumes, shelves of books, a guitar, a rustic fireplace and a pair of skis.

The smallest picture—the product still-life above the main heading—shows a bottle, two paper hats, a blob that might be another paper hat, and a pound or two of assorted confetti, against a background of bubble-like thingamajiggies out of focus. Georgeous color everywhere. Thrills, chills and spills.

■ Bypassed here is an old but still tasty recipe for picture selection. Who invented this recipe—the comic strip artists or the picture magazine editors or the curators of art galleries or the movie directors—does not matter now. What matters is that groups of pictures assembled by this recipe hold your interest. Others do not.

Long ago someone discovered that comic strips, news-picture stories, art shows and movies need *a change of pace*. The pictures in the first three and the scenes in movies risk monotony if they show nothing but long shots, or nothing but crowd shots, or nothing but single head shots, or nothing but closeups. They must bounce up and down from one to the other and back again—long shots of crowds or of figures in landscape alternating with close-ups of single heads, small groups, or just pieces of people. This does not mean in 1-2-1-2 order. You have to use common sense and your own fatigue quotient in setting up a rhythm, or the rhythm itself will produce monotony. In any sequence, the eyes of the audience must continually re-focus, and its mind too, or the audience will not stay awake.

■ This here audience went to sleep on Coke's second picture, hypnotized by the unrelieved small patterns of colors and shapes clobbering each other from picture to picture and within each separate picture. The over-all effect is like a stampede of pinto horses, or the Rockettes in polka dots and plaid. People fight with people, balloons fight with streamers, valentines fight with scenic sweaters, blondes fight with redheads, redheads fight with red dresses, bottles fight with paper hats, and the Egyptian army will trample down the pyramids before anyone can say "Cut!"

Party time becomes a battle. A battle of same-y pictures. If there's a Mickey Mouse later, wake us up. He's got rhythm, and a close-up now and then. ≠

Westerners who live with Sunset

MR. DOUGLAS STANDS KP—WESTERN STYLE

To Donald W. Douglas, Jr., specifications are important. That's natural—he's president of Douglas Aircraft Company, whose DC-8's are helping to shrink our world, and whose military planes and missiles are designed to defend it.

So when Mr. Douglas sets his hand to barbecuing, in the Pool House kitchen of his Southern California home, he's a critical man with a recipe. His specialties of the house are wild game and spicy salads. And his favorite recipe book is Sunset Magazine. He particularly enjoys the food ideas for men in Sunset's popular feature, "Chefs of the West."

And it's not only in cooking. Mr. and Mrs. Douglas, Sunset readers for more than 10 years, have used ideas from Sunset Magazines and Sunset Books in planning their Pool House, their barbecue kitchen, their pool and gardens; and inside their home. Most of the Sunset Books are in their library, and referred to often.

This is typical of Sunset readers everywhere (meaning all of the West and Hawaii). They participate in a way of life which is more distinctive, more relaxed, and certainly more enjoyable, because of their affinity for Sunset Magazine, and Sunset's for them.

Consequently, like Mr. and Mrs. Donald Douglas, they are staunchly loyal to Sunset. It is the magazine that helps them do the things they *want* to do: to enjoy the best in Western living and Western travel.

That is why Sunset is the *reading habit* and *buying guide* of more than 1,900,000 primary adult readers in the West. They are a *selective* audience of *influential* families—who own the finest homes, live in the best of taste, maintain their gardens with pride, travel for business and pleasure more than any comparable group.

In all these matters, they look to Sunset Magazine as their gospel book of Western living.

Coffee Table beside the Douglas pool is fashioned of Hawaiian surfboard. Sea shells are part of Mrs. Douglas world-wide collection.

THE MAGAZINE OF WESTERN LIVING **Sunset**

LANE PUBLISHING CO., MENLO PARK, CALIFORNIA

SHE'S PLANNING THE WEEK'S MENU NOW— AND NOW IS THE TIME TO SELL HER

Millions of tonight's best dinners are being planned by super market shoppers this way . . . this very minute.

Mrs. Consumer no longer comes to the store with a long shopping list. She has only a hazy idea of what she'll buy . . . and she may even change her mind about that.

She'll switch a meal from spaghetti to corned beef hash before you can bat an eye . . . or sidetrack a pineapple pie in an instant if she gets another idea as she shops the aisles.

Will your brand get her attention in the fraction of a second she passes it on her store tour?

A gal isn't likely to buy a product that's being out-merchandised by a similar item . . . or is sitting on an obscure lower shelf . . . or resting in its case in the back room.

That's why it's good marketing to do a selling job on the super market executives and operators. These men *can "sell" your brand* . . . in the store . . . with good shelf position, adequate facings, displays and features.

The fastest, most direct (and economical) way to get your product story across is to advertise to all these important men in Progressive Grocer. More food retailing executives read it regularly than any other magazine in the world.

Progressive Grocer will get action for you . . . where it counts . . . when Mrs. Consumer shops.

Progressive Grocer

The Magazine of Super Marketing

Gets to every chain, co-op, voluntary headquarters — every super market — the stores where 4 out of 5 Americans shop.

Nielsen Network TV

Two Weeks Ending March 7, 1959

Copyright by A. C. Nielsen Co.

Nielsen Total Audience*

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Wagon Train (Ford, National Biscuit Co., NBC)	19,712
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	18,392
3	Some of Manie's Friends (Liggett & Myers, NBC)	17,116
4	Have Gun, Will Travel (Lever, Whitehall, CBS)	15,972
5	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	15,928
6	Maverick (Kaiser, Drackett, ABC)	15 356
7	Perry Mason (Several sponsors, CBS)	15,312
8	Cheyenne (American Chicle, Chesebrough, ABC)	15,268
9	Danny Thomas Show (General Foods, CBS)	15,224
10	I've Got A Secret (R. J. Reynolds, CBS)	15,004

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Wagon Train (Ford, National Biscuit Co., NBC)	45.7
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	42.7
3	Some of Manie's Friends (Liggett & Myers, NBC)	40.1
4	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	38 2
5	Have Gun, Will Travel (Lever, Whitehall, CBS)	37.0
6	Maverick (Kaiser, Drackett, ABC)	36.5
7	Cheyenne (American Chicle, Chesebrough, ABC)	36.4
8	Perry Mason (Several sponsors, CBS)	35.7
9	Danny Thomas Show (General Foods, CBS)	35.2
10	I've Got A Secret (R. J. Reynolds, CBS)	34 5

Nielsen Average Audience**

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	17,248
2	Wagon Train (Ford, National Biscuit Co., NBC)	16,808
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	15,136
4	The Rifleman (Miles Labs., Procter & Gamble, Ra'ston, ABC)	14,872
5	Danny Thomas Show (General Foods, CBS)	14,300
6	I've Got A Secret (R. J. Reyno'ds, CBS)	13,860
7	Tales of Wells Fargo (American Tobacco, Buick, NBC)	13,332
8	Peter Gunn (Bristol-Myers, NBC)	13,244
9	Maverick (Kaiser, Drackett, ABC)	13,200
10	The Real McCoys (Sylvania, Procter & Gamble, ABC)	12,672

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	40.0
2	Wagon Train (Ford, National Biscuit Co., NBC)	38.9
3	The Rifleman (Miles Labs., Procter & Gamble, Ra'ston, ABC)	35.7
4	Have Gun, Will Travel (Lever, Whitehall, CBS)	35.1
5	Danny Thomas Show (General Foods, CBS)	33.0
6	I've Got A Secret (R. J. Reynolds, CBS)	31.9
7	Maverick (Kaiser, Drackett, ABC)	31.4
8	Tales of Wells Fargo (American Tobacco, Buick, NBC)	30.9
9	Peter Gunn (Bristol-Myers, NBC)	30.5
10	The Real McCoys (Sylvania, Procter & Gamble, ABC)	30.1

* Homes reached by all or any part of program, except for homes viewing only one to five minutes. ** Homes reached during an average minute of the program. † Percented ratings based on tv homes within reach of station facilities and by each program.

FLAVORFUL—*Standard Brands will use this introductory ad to promote Fleischmann's Golden Supreme margarine, made from corn oil, in the New York market (AA, March 30). Copy manages to give a favorable plug to butter, too. Ted Bates & Co., New York, is the agency.*

Hanley & Earp Formed

Hanley & Earp, a new agency, has opened offices in the Rand Tower, Minneapolis. Samuel A. Earp, formerly vp of Marketpower Inc. and previously account executive at Campbell-Mithun, will direct marketing plans and field work for the new agency. James O. Hanley, who will direct client services, formerly was account executive at Bruce B. Brewer & Co., Minneapolis.

'Embalmers' Monthly' Changes

Embalmers' Monthly will change its name to the *National Funeral Service Journal*, effective with its April issue. It is published by Trade Periodical Co., Chicago.

'Implement & Tractor' Moves

Implement & Tractor Publications, Kansas City, has moved its Chicago office to 307 N. Michigan Ave.

"That Ruth will never make the big leagues. Too heavy for running bases . . ."

IT PAYS TO KNOW THE ANSWERS

The Babe had his own answer for *that* one. Clobber the ball over the fence and leave base sprinting to others. In today's competitive league of reporting TV-radio advertising news, BROADCASTING's answer is to star in all departments. The only big leaguer in its field, BROADCASTING is staffed by pro's, fields the news fast and accurately, scores most with reports-in-depth and TV-radio analyses that help make your decisions winning ones. Why sit in the sandlots bleachers when BROADCASTING gives you a box seat on all the big league action? Season pass, good for 26 weeks, is only $1.75. Subscribe now, pay later.

BROADCASTING

1735 DeSales Street, N. W., Washington 6, D. C.

Chrysler Imperial Will Stress Hand Craftsmanship in Ads

DETROIT, April 7—Return to an old theme in luxury car advertising—the quality gained through fine hand craftsmanship—is a part of the advertising and public relations consumer approach of the Imperial division of Chrysler Corp. Imperial will expend roughly one-half of its 1959-model advertising budget along this line.

In earlier days of automobile advertising, the fine work put into the product by skilled craftsmen often was pointed out. In recent years more emphasis generally has been placed on engineering, styling and performance and the magics wrought by automation and highly complex machine accomplishments.

Imperial is not neglecting the advantages of modernization in its advertising. It is centering its campaign around its new production plant, the newest in the industry, but also points out that hand craftsmen perform 700 different operations along the plant's four miles of assembly line.

■ "We give Imperial more hand work than is expended on any other automobile manufactured in America today," points out James C. Cowhey, director of advertising and sales promotion. "We are finding that people in this car's market group are exceptionally interested in hand craftsmanship."

Reaction to Imperial's kick-off ad in this series—a spread showing the new plant in *Fortune's* February issue—brought such an immediate and favorable response that the division is readying a large direct mail program using an adaptation of the ad, Mr. Cowhey said. The campaign, which has just started, will continue through this model year and probably will be retained in 1960.

Young & Rubicam is the Imperial agency. #

Regal Pale Names President Campodonico Marketing Head

Regal Pale Brewing Co., San Francisco, has appointed its president, Angelo Campodonico Jr., to the additional post of director of sales and marketing, a new position.

A. Campodonico Jr.

Mr. Campodonico, who has been with the brewery since it was formed in 1933, was elected president in 1952. He had been general manager for 20 years.

Thermo-Fax Names EWRR

Thermo-Fax Sales Corp., Chicago, marketer of Thermo-Fax copying machines, has appointed Erwin Wasey, Ruthrauff & Ryan, St. Paul-Minneapolis, to handle its advertising. Donovan Hershey, president of Thermo-Fax Sales Corp., said EWRR's experience in marketing and advertising for Minnesota Mining & Mfg. Co., which makes the Thermo-Fax machines, "was of primary importance" in selecting the agency.

Hayden Forms Book Division

Hayden Publishing Co., New York, publisher of *Electronic Design* and *Electronic Daily*, has established a technical book division. Its first volume, to be released April 25, will be a 300-page, hard cover volume on "Microminiaturization," a reprint of 21 technical papers on electronic techniques expected to shrink radio, tv, missiles and space vehicles to a fraction of their present size.

Manasse to Leave OAI

Harold J. Manasse, vp, Outdoor Advertising Inc., Chicago, assumed an inactive status with the company March 31. His retirement will become finally effective on Sept. 15, at which time he will have been with the company for 35 years, joining it in 1931 when it was first formed. Prior to that he had been manager of the Detroit office of General Outdoor Advertising Co.

Trust Co. Names Agency

Cleveland Trust Co. has named Lang, Fisher & Stashower, Cleveland, to handle an expanded advertising program this spring. Spot tv will be added to the regular use of newspapers for the campaign.

Planter Names David & Co.

Planter Inc., Chicago maker of brass and ceramic planters, has appointed R. I. David & Co., Chicago, to handle its advertising, merchandising and pr.

DO THE JOB RIGHT!

TO COVER THE WHOLE DELAWARE VALLEY YOU NEED
THE CAMDEN COURIER-POST and THE TRENTON TIMES

There's more than one way to pull a tooth. Or to skin a cat. Or to tackle most any problem you can think of. There's usually a *best* way, too, and you'll find that dentists and cat skinners and practitioners in every field are seeking that best way.

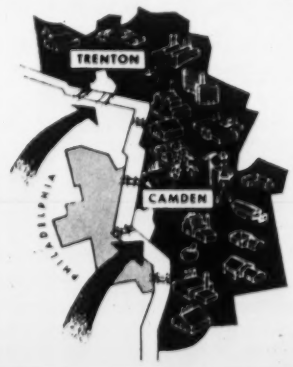
We can't tell you the best way to pull a tooth or skin a cat (nasty business, that). We do, however, know the answer to one important media question—and if you can't use it would you mind passing it along to a friend who can?

Problem: The Delaware Valley is two markets, not just one. How can advertisers reach the booming New Jersey half of the market?

Solution: Simply by channeling part of each advertising dollar into eastern Delaware Valley's most read, most trusted daily newspapers, the TRENTON TIMES and the CAMDEN COURIER-POST. Local papers, in a market where "all buying and selling is local."

Extra Fact: 83 of the nation's top 100 newspaper advertisers cross the Delaware regularly, to avail themselves of the top circulation offered by the CAMDEN COURIER-POST and the TRENTON TIMES.

IT PAYS TO CROSS THE DELAWARE



TRENTON TIMES
Established 1883

CAMDEN COURIER-POST
Established 1875

Represented nationally by GEORGE A. McDEVITT CO., INC. • NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • LOS ANGELES

Factor's Film, TV Makeup Pioneering Made Company Major Factor in Field

(*Continued from Page 2*)

the cosmetics business since Max Factor & Co. was established as a retail store in Los Angeles in 1909.

From its beginning the store became closely identified with the infant motion picture business; it supplied wigs and hair pieces, grease paint and other cosmetics for the movies.

But it was a local business, and founder Max Factor thought of expansion only in terms of more stores. His two sons, Max Jr. and Davis, who became active in the business while still in school, had more ambitious ideas. (Max is the company's president.)

The first of these was to expand the market for Brilliantine Supreme, a hair dressing for men, by also selling it to women. After talking their father into investing $7,500 in newspaper advertising, the two brothers were reluctantly convinced that advertising could not do the job by itself.

■ From this experience, in 1926 and 1927, evolved a program of demonstrations which has continued until today. Today Max Factor Art Schools of Make-Up are conducted continuously throughout the country by a staff of trained artists.

The first demonstrations were held in stores of all kinds and in the lobbies of motion picture theaters. Models were made up in public, surrounded by placards showing the use of Factor's make-up by motion picture stars.

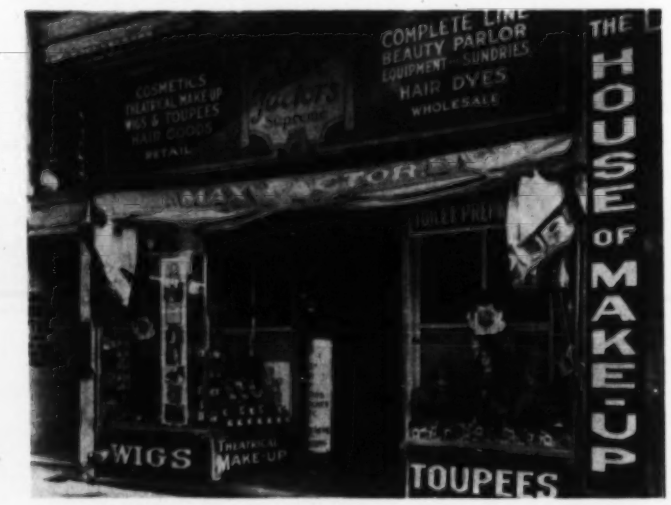
The transition from a local operation to national began in 1928, when a then-existing sales organization, Sales Builders, was given exclusive rights to advertise and sell Max Factor products. This arrangement continued until 1954, although Factor had acquired complete control of Sales Builders in 1946.

■ The first national advertising for Factor ran in fan magazines, later in women's magazines. The ads were based entirely on star tie-ins, a technique followed for many years. This tie was a logical one. Max Factor was generally associated with the motion picture business, since he was responsible for many innovations in makeup. Initially, motion picture makeup was taken directly from the heavy, greasy makeup used on the legitimate stage. But this looked artificial on film, and Factor developed creamier, more easily applied makeup, which was adopted by the industry.

As motion picture technology progressed and film quality improved, still more natural makeup was needed. The big change came in 1928, with the introduction of Panchromatic film and the change from arc lights to incandescent lights. This presented Factor with the opportunity to sell his pet idea of color harmony in makeup. Until that time, most face powders were in one of three shades: white, pink and flesh. There was little gradation of color in grease paints, rouge and lipstick.

■ To answer the problems posed by superior reproduction, he came up with 11 different shades for color harmony with respect to hair type, complexion, skin, eyes and lashes. For this achievement he was given an award by the Academy of Motion Picture Arts & Sciences.

Magazine ads for Factor at this time and in the early '30s headlined such stars as Genevieve Tobin, Jean Harlow, Sylvia Sidney, and Claudette Colbert giving tips on how they blended their makeup. Ads also included free sample coupons women could use as a checklist, from which Max Factor could choose a powder and lipstick suitable for them as individuals.



ORIGINS—*This is where it all began, 50 years ago, at 326 S. Hill St., in Los Angeles.*

As in motion pictures, Max Factor got into television early. In 1932 he was working with the Don Lee experimental station in Hollywood, and in 1933 the company trademarked the term Television Make-Up. In the years since, Factor has worked with National Broadcasting Co. and Columbia Broadcasting System on makeup, and the company's products are used by all networks and recommended to their own stations and affiliates. In recognition of this work, this year, on Feb. 28, the Academy of Television Arts & Sciences presented Max Factor with a distinguished service medallion for contributions in the field of makeup for b&w and color tv.

EXECS—*Max Factor Jr. (left), president, and Davis Factor, board chairman, helped hypo their father's business into a cosmetics empire because of their belief in advertising.*

■ The year 1938, when Technicolor was introduced in motion pictures, is believed by Max Factor executives to be the year in which cosmetics began to become a mass market item. Color film, even with improved makeup, made players look somewhat unreal. The Max Factor answer was pancake makeup, which finally achieved a naturalness suitable for street wear, by replacing the grease paint.

Players in a picture were able to leave a set, go into the street without appearing made up. As word of pancake makeup got around, stores began calling for it, and women went into salons asking for it. The new product was supported by advertising in *Vogue*. Again, actresses were featured to make three points: It creates a lovely new complexion; it helps conceal tiny complexion faults; it stays on for hours without repowdering.

This impetus was slowed by the war, and it was not until after World War II that the cosmetics business got rolling in high gear, says Alfred Firestein, vp and director in charge of the U.S. marketing division. This was due to technological developments and the beginnings of today's close tie-in of cosmetics with fashion.

■ Television has had much to do with this development. As recently as eight or nine years ago, consciousness of the latest fashions was confined largely to the big cities, mainly New York, Chicago and Los Angeles. The fashions reached Keokuk much later. Today tv spreads the fashion word around the country instantaneously. One result of this has been an increasing importance of fashion magazines.

An example of the effect of fashion consciousness is found in lipstick. A look at any fashion magazine shows that every facet of new fashions is coordinated, with lipstick playing an important role. Thus the cosmetics manufacturer must determine what fashions will be and what shades of the cosmetics will complement them.

To be ready when fashions break, the cosmetics manufacturer must work as much as a year ahead. It is necessary to work with fashion designers, magazines and fabric manufacturers to determine what the color trend and the mood of fashion will be when a lipstick is brought on the market.

Rosene Gross A. Firestein C. Firestein

MARKET TEAM—*All marketing and advertising decisions are fielded by this marketing team. Nelson Gross is director of U. S. advertising; Lee Rosene, director of U. S. sales; Alfred Firestein, director of U. S. marketing, and Chet Firestein, director of U. S. merchandising.*

NEW GLAMOR—*Glamorous models rather than Hollywood stars are used today to give buyers the glamorous feeling about Max Factor products.*

■ For example, a big Factor push this year is for pink jade. This has a strong oriental feeling, tying in with the trend to light pink shades and harmonizing with oriental styles and colors. To get the shade now being sold, 75 different shades of pink were made and tested.

Such laboratory tests, backed by market research, are a part of the scientific management necessary today, Mr. Firestein said. You never can afford a loser, but when you get two or three together, dealer reaction is quick to be felt. It's easy to see the "losers" in any department or drug store. They're the items being sold at half price or literally given away, he pointed out. About one new item in ten is a moderate success, and about one in 100 a real success, Mr. Firestein says.

■ The new Hi-Society oval-mirror lipstick case soon to go on the market furnishes an example of how pre-testing is done to avoid "losers." The impetus for the case is the fact that one item which needs a mirror more than anything else is lipstick. There have been attempts to combine the two previously, but without success. The new Hi-Society lipstick case is the result of three years of consumer testing.

To give the case an acid test, an Indiana city hard hit by the 1958 decline in automobile sales was chosen. A nine-month test was planned, but after three months it was decided the case was a winner and worth national promotion, which will start this June.

In the test market every effort was made to duplicate national promotion patterns. Newspapers and spot tv were used. In place of national magazines, a Sunday supplement was used. Counter displays and store promotions were stressed.

■ Now that Hi-Society is going national, advertising will break June 21, using newspapers, color pages in fashion magazines and heavy spot tv in June, July and August.

Pre-testing and research have been formalized since two years ago, when the marketing function was reorganized, with Alfred Firestein as vp in charge of U.S. marketing. Reporting to him are Nelson Gross, director of U.S. advertising; Lee Rosene, director of U.S. sales, and Chester Firestein, director of U.S. merchandising.

Factor also has a sizable international business, with distribution in 106 countries. This activity is headed by Max Firestein, exec vp, who also supervises the theatrical makeup division and the hairpiece and wig-making department.

Advertising overseas is handled locally, and some 50 agencies have Factor business. This policy is followed because, while cosmetics have the same appeals everywhere, the ways of expressing and illustrating these appeals vary from country to country.

As in 1909, powder, lipstick and rouge still are the mainstays of the cosmetics business. But today, the competitive nature of the industry places emphasis on new items and improvements of standard products.

■ In the early days the line consisted of lip and cheek rouge, cake rouge, cleansing cream, cake mascara, cold cream, hair dressing and powder.

In 1959 it is difficult to determine how many items Factor sells under these general product classifications:

Pan-Stik makeup, in stick form; Creme Puff makeup base and powder applied with a puff; Hi-Fi Fluid makeup; Pan-Cake makeup; Erace, to hide skin imperfections; Hi-Fi Fluid rouge; Hi-Fi Creme mascara; Secret Key, a line of cor-

STARDOM—*In the early '30s Max Factor used ads like this with the glamor of famous stars helping to lure buyers. Coupon below offers to send a free sample of lipstick matching the sender's complexion as checked off in right side of coupon.*

BIGGEST—*This spread, which features a booklet of Max Factor beauty secrets tipped in at top center, appearing in the March issue of Ladies' Home Journal, is the largest beauty advertisement to appear in that publication.*

rective creams and lotion; a men's line including after shave lotion, cologne for men, deodorant cologne, Creme hair dressing, Pre-Electric shave lotion; Sebb for dandruff; Sebb shampoo; Cup of Youth skin cream; Foot Light, for feet; Sof-Set, Curl Control and Natural Wave hair sprays; Dri-Mist spray deodorant; Automatic eye pencil; Facial Bath cleansing lotion; Mascara Wand, and Hi-Society lipstick. #

'Playboy' to Launch Yearbook as Guide to Jazz Festival

Playboy, Chicago, will publish a *Playboy Jazz Festival Yearbook* this summer to serve as a guide to a Playboy Jazz Festival it will stage Aug. 9 and 10 at Soldier Field, Chicago. The yearbook will include information on the artists appearing, data on developments in the stereo field and stories on jazz in America today. Format will be identical with *Playboy*. Advertising rates for the special publication are $355 a b&w page, with smaller units down to 1/6 page for $70.

The jazz festival, to be held in conjunction with Chicago's Festival of the Americas, will feature an array of jazz artists in afternoon and evening performances. Don Gold, former managing editor of *Down Beat*, has been named jazz promotion director of *Playboy*.

Burton Leaves BBDO to Return to McCann-Erickson

Harry R. Burton, account group supervisor in the San Francisco office of Batten, Barton, Durstine & Osborn, has resigned to join the Los Angeles staff of McCann-Erickson as vp and account supervisor of the Southern California Gas Co. and Southern Counties Gas Co. accounts.

Mr. Burton will be succeeded at BBDO as account supervisor on the Pacific Gas & Electric and Columbia-Geneva Steel accounts by Gordon Jacobs, former account executive on the Pacific Telephone & Telegraph Co. account. Mr. Burton, who has been with BBDO since 1950, was in the Portland office of McCann-Erickson from 1939 to 1950.

Three Join TV Ad Rep

Rodric M. Smith, previously with KPIX, Westinghouse Broadcasting tv station in San Francisco, has been named business manager of Television Advertising Representatives, New York, which will represent Westinghouse tv stations starting July 1. Television Ad Reps is a Westinghouse subsidiary. Robert M. Hoffman, formerly director of promotion and planning of WOR and WOR-TV, has been named director of marketing and research of TvAR, and William G. Hunefeld Jr., formerly with KPIX, San Francisco, has been appointed manager of a new Los Angeles office of TvAR.

U.S. in Tokyo Trade Fair

The U.S. exhibit in the 1959 Tokyo International Trade Fair will be planned around the theme of American market research and merchandising techniques. The U.S. exhibit will be sponsored by the U.S. Department of Commerce and the Atomic Energy Commission. "The objective of the exhibit," according to architect Welton Becket of Los Angeles, "will be to emphasize the benefits of planned marketing procedures as an alternative to mere price competition."

Diamond Gardner Uses Radio

Diamond Gardner Corp., New York, will launch a campaign on early morning radio in May featuring Neet Heet charcoal briquet. Doremus & Co., New York, placed the order for one-minute spots on 49 stations in 40 markets.

Tenenbaum Joins Sharp

Mel Tenenbaum, formerly radio-tv director of Paul C. Warren Advertising, Cleveland, has joined Jack T. Sharp Advertising, Cleveland, as radio-tv director.

ARE YOU OVER-LOOKING THE VAST POTENTIAL OF THE 6-BILLION-DOLLAR CERAMIC FIELD?

The ceramic field is so vast that it offers a big market for advertisers in just about every field! Investigate the ceramic sales potential today. Write for your free copy of the "Scope and Size of Ceramic Production in the United States".

AMERICAN CERAMIC SOCIETY BULLETIN
4051 North High St., Columbus 14, Ohio

GLASS MATS

PROVIDE THESE ADVANTAGES:

_____ Perfect register
_____ No shrinkage
_____ High fidelity in reproduction
_____ Less plate makeready
_____ Improved ink coverage

PARTRIDGE & ANDERSON COMPANY
712 Federal Street, Chicago 5—Phone HArrison 7-3732

ELECTROTYPES, NICKELTYPES, PACOTYPES, STEREOTYPES, MATS, R. O. P. COLOR MATS, THERMOSETTING MAT PATTERNS, AND PLASTIC PRINTING PLATES

Where do you get BETTER SERVICE than at P&A?

WTRF-TV STORY BOARD

The chap suffered from chronic somnambulism, so the wife finally visited her doctor to see what could be done to cure her spouse of his sleep-walking habits. The doctor suggested she put a tub of water by his bed.

When the doctor met the woman on the street the following week he asked, "Did you adopt my suggestion about curing your husband's sleep-walking by placing a tub of water by his bed?"

"Yes," was the response.

"Did it work?" the medico queried.

"It sure did," she replied. "And it also cured me of putting a tub of water by his bed."

● Which proves there is a cure for everything. The cure for sagging sales is a spot program on WTRF-TV, the leaked at station in a prosperous 36-county area where 2 million people have a spendable income of $2½ billion annually. The George P. Hollingbery people will help write the prescription.

CHANNEL SEVEN ● WHEELING, WEST VIRGINIA

Haberman Wanted to Push Beans: After 30 Years She's Drug Copy Veteran at McAdams

NEW YORK, April 7—Mrs. Helen Haberman recently marked her 30th year with William Douglas McAdams Inc., an agency specializing in the promotion of ethical drugs to doctors.

A shy, soft-spoken woman, Mrs. Haberman is senior vp and secretary of the agency. Known for many years for her work on Squibb's cod liver oil, she now has as one of her accounts a leading contraceptives manufacturer (Julius Schmid).

Mrs. Haberman is one of those persons about whom a bad word is never heard, despite the increasingly competitive (and sometimes cutthroat) nature of the ethical drug business.

She is somewhat of a senior stateswoman in the field, having been involved in it in the days when advertising to doctors was a more decorous, less frenetic affair.

■ Three decades with one advertising agency suggests a routine stability not in accordance with the facts. Mrs. Haberman entered the world of advertising via Paris. She has had time to write two novels, raise a family and take an active part in child development centers.

A native of Chicago, Mrs. Haberman was graduated in journalism from the University of Wisconsin in the late 1920s and went to Europe to make the "grand tour" with a friend.

While waiting in Paris for her friend to show up, she was offered a job with Dorland Advertising, then one of the great powers on the international advertising scene. In addition to working for advertisers, Dorland was the space broker for the European editions of *Vogue* and for the London illustrated magazines. The agency employed 365 people in Paris alone.

Mrs. Haberman joined the agency, working in fashion publicity under Forest Wilson, an American

BASICS—*From haute couture to hormones in three decades.*

credited with building the Lucien Lelong name.

She worked in Paris for a year and a half and was then offered a post in Dorland's new office in Berlin. She decided to return to Chicago to think it over.

■ Back in Chicago, on leave from Dorland, she met the people who bought Lucien Lelong. They had assigned the account to a Chicago agency owned and operated by William Douglas McAdams. But, it turned out, Mr. McAdams didn't know anything about perfume and was looking for someone to handle the account.

Reminiscing the other day, Mrs. Haberman said the perfume account did not attract her to McAdams so much as another account in the shop—Van Camp baked beans.

"After working a year and a half in Paris, what I really wanted was to work on baked beans," she said.

Mrs. Haberman joined McAdams early in 1929. In September of that year she moved with the agency to New York—a move prompted by the acquisition of the Squibb account.

Vitamins had just been discovered by medical researchers, and Squibb became a major supplier of the new products. Mrs. Haberman was particularly concerned with the promotion of Squibb's cod liver oil to mothers and the medical profession. Few children who grew up in the 1930s can forget the taste of this product. Cod liver oil was made by a number of pharmaceutical houses, but Squibb captured the lion's share of the market.

■ With Squibb, the McAdams agency moved deeper and deeper into the pharmaceuticals business, dropping Van Camp beans and Quaker's Mother Oats along the way, until it decided to devote itself exclusively to this field. The second big drug account—Upjohn Co.—came into the shop in 1938, and Mrs. Haberman worked on this company's first institutional campaign.

The agency's big growth came after World War II, under the administration of Dr. Arthur Sackler.

During the late 1930s Mrs. Haberman wrote magazine articles on medical subjects for popular magazines. She authored the first lay article on female sex hormones for the *Reader's Digest*, and she followed this with an article on the male sex hormones for *Esquire*. The *Esquire* piece appeared under a pseudonym, Russell Blake, and for years she got mail addressed to this name.

■ She took a creative writing course conducted by Vincent McHugh at New York University, and out of this came her first novel, "How About Tomorrow Morning," published in 1940. It was one of the first novels with an advertising background, and it re-

MUSICAL TRADEMARK

Why buy a jingle when you can buy a MUSICAL TRADEMARK

MUSICAL TRADEMARKS, INC., 135 W. 52 ST., N.Y. 19, N.Y., JU 2-3820
©1958

Agreed, Mr. Stevens!

Campbell-Mithun, Inc. Advertising 1300 Northwestern Bank Building. Minneapolis 2, FE 9-7383

March 23, 1959

Mr. Phil Hoffman
General Manager
Station WTCN-TV
Minneapolis, Minnesota

Dear Mr. Hoffman:

Please accept our heartiest congratulations for a job extremely well done on last week's state high school basketball tournament. We are particularly happy with the way your staff handled every phase of sales service and production.

I believe it was the most flawless programming of its type I have seen in the Twin Cities.

The tournament coverage technically and production-wise was excellent. Our commercials for Northwestern Bank were handled in a most professional manner.

Will you please express our sincere appreciation to all concerned who made this a top-flight sports presentation.

Sincerely,
Richard Stevens
Manager
Radio-TV Production
Department

Richard L. Stevens
dh

Viewers agree, too. ARB Coincidental: 31.9 Rating—43.7% Share of Audience

Represented Nationally by KATZ Agency

WTCN-TV 11 ABC-TV
Minneapolis St. Paul

THE "WATER CAPITAL OF THE SOUTHWEST" HEADS FOR GREATER PROSPERITY

Keystone, Markham Ferry and Oologah Dams, all either under construction or approved to start soon, will add still more water-power and low-cost electric power to the Tulsa area. Navigable waterways, bringing water transportation to Northeast Oklahoma, are on the drawing board now and will be a reality within a few years. All this means more power, more industry, greater prosperity, for a GREATER TULSA.

For More Business, Use the Oil Capital Newspapers

TULSA WORLD TULSA TRIBUNE

MORNING ● EVENING ● SUNDAY

Represented Nationally by The Branham Co. Offices in Principal U.S.A. Cities

ceived favorable reviews.

"Justice Is a Woman," Mrs. Haberman's second novel, was published by Prentice-Hall six years later. It has a legal background (her husband is a lawyer) and was less favorably reviewed, although Mrs. Haberman thinks it is better written than her first. She now has three notebooks filled in preparation for a third novel.

■ William Douglas McAdams died in 1954, and Mrs. Haberman is now the sole survivor at the agency of its pre-1940 days. In addition to Julius Schmid, she works

VERSATILITY—*Novel No. 3 is in the works.*

on Winthrop Laboratories, Lever Bros. (promotion of Stripe and Dove to the medical profession) and Ross Laboratories.

Mrs. Haberman celebrated her 25th wedding anniversary last year. She is married to Phillip Haberman, a Princeton law graduate, who is with Proskauer Rose Goetz & Mendelsohn. They have two children.

Mrs. Haberman has a deep interest in child care and development. From 1954 to 1956 she was chairman of the board of trustees of the Child Development Center, a research and training center for the study of emotionally disturbed pre-school children. And she is currently chairman of the management committee of the Madeleine Borg Child Guidance Institute here.

■ Mrs. Haberman likes to golf, paint and garden. She took up painting a year ago, and one of her first works, an abstraction, now is suitably framed and hanging in her 17th floor office at McAdams. #

Donahue & Coe Names Three Vps, Two Others

George H. Guinan has joined Donahue & Coe, New York, as a vp. Previously with the now defunct Robert W. Orr agency, he most recently was a vp and account supervisor of Burke Dowling Adams Inc. Donahue & Coe also has named Carl Rigrod, tv and radio director, and Latham Ovens, an account executive, vps.

Fred C. Poppe, formerly a group account supervisor at G. M. Basford Co., has joined D&C as manager of account development of the agency's corporate and industrial division, and Sol Katz has been advanced from assistant research director to research director.

Maclean-Hunter Promotes Brander, Hodgkinson

F. G. Brander has been appointed manager of *Maclean's* magazine, and Lloyd F. Hodgkinson has been named manager of *Chatelaine*. Mr. Brander was manager of the company's merchandising publications group until two months ago when he moved to the magazine division as assistant to the director. Mr. Hodgkinson joined Maclean-Hunter last year as advertising manager of *Chatelaine*.

K&E Names Three, Boosts Five

Kenyon & Eckhardt, New York, has appointed Lee Baer an account executive, Irving Wagner a senior sales analyst and John Hughes a broadcast buyer. Mr. Baer formerly was with Grey Advertising Agency; Mr. Wagner previously was with Paragon Oil Co., and Mr. Hughes was with Cunningham & Walsh. K&E also has promoted Alan Pottasch and Lawrence C. Puchta to vps and has transferred Arnold Klugerman from New York to research project supervisor in its Los Angeles office. Robert C. Barker and Donald M. Smith, account executives, have been advanced to account supervisors.

Speidel Names Coulthurst

Speidel Corp., Providence, has appointed H. William Coulthurst to assume the advertising and sales promotion duties previously performed by the late Harold A. Rosenquist. Mr. Coulthurst was formerly assistant to the president of Anson Inc.

TESTING

one • six • two

Comstock Foods selected the *testingest* market in the country to get the answers . . . Portland, Maine! First in U. S. cities of 150,000 pop. Sixth in U. S. cities regardless of population and second in New England regardless of size.* Comstock Foods is just one of many who found Portland, Maine the best test city. Marketing and distribution facilities are ideal . . . testing is accurate. *Source Sales Management

100% coverage of city zone 94% coverage ABC retail trade zone

represented by the Julius Mathews Special Agency, Inc.

PORTLAND, MAINE

PORTLAND PRESS HERALD • EVENING EXPRESS • SUNDAY TELEGRAM

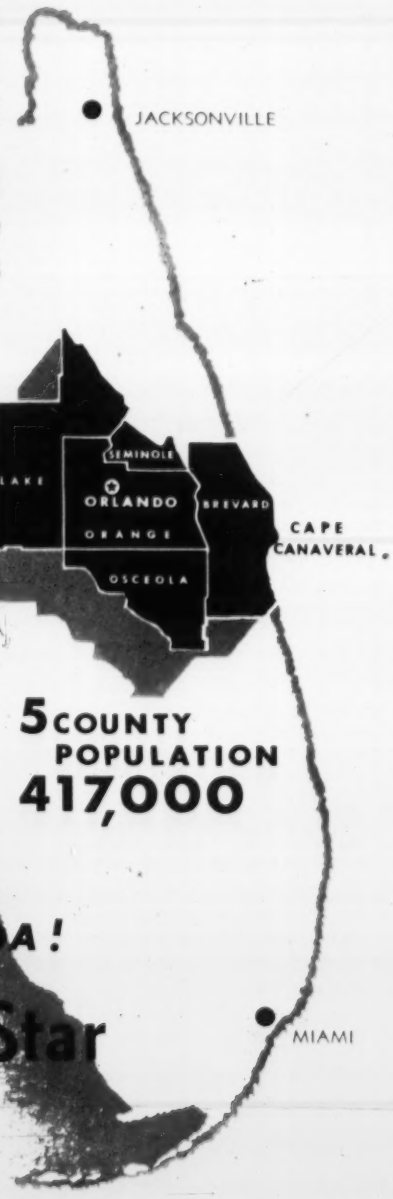
ONLY THE SENTINEL-STAR.. REACHES THE

GATEWAY TO THE MOON!

FLORIDA'S GREAT MISSLE CENTER

No other newspaper or combination of papers cover this rich 5-county market as does the Orlando Sentinel-Star — NOT EVEN CLOSE. For only 37c a line, daily or Sunday, you get complete selling domination of the area. There is no other way — even at twice the cost.

ROP Spot or full color available in all issues



5 COUNTY POPULATION 417,000

ORLANDO SENTINEL-STAR HAS OVER 6 TIMES THE COMBINED CIRCULATION OF TAMPA, MIAMI AND JACKSONVILLE PAPERS IN THE CENTRAL FLORIDA 5-COUNTY MARKET

COMPARISON OF COVERAGE IN THE FIVE-COUNTY CENTRAL FLORIDA MARKET AREA

ORANGE — BREVARD — SEMINOLE — OSCEOLA — LAKE

	Family Coverage Daily		Family Coverage Sunday	
	Homes Reached	% Coverage	Homes Reached	% Coverage
ORLANDO SENTINEL-STAR	81,492	69.8	74,156	63.5
MIAMI HERALD	5,331	4.6	7,027	6.0
MIAMI NEWS	1,298	1.1	1,639	1.4
JACKSONVILLE TIMES-UNION	5,641	4.8	4,720	4.0
TAMPA TRIBUNE	2,689	2.3	3,195	2.7
TAMPA TIMES	573	0.5	— —	—

SOURCE: May 10, 1958 S. M. Survey of Buying Power — ABC March 31, 1958 Audit Reports

GREATEST CIRCULATION IN CENTRAL FLORIDA!

Orlando Sentinel-Star

"ASK BRANHAM"

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Self-Enforcement Gains Public Respect

To the Editor: I have read with interest the letter from B. M. Reiss (AA, March 9) commenting upon your report of the case of Russell vs. Marboro *et al.* I would appreciate an opportunity to set the record straight.

The American Society of Magazine Photographers did not "support the claims of the model." As part of its regular function, the society will provide any court with information on the customary trade practice of our field. A brief as *amicus curiae* does not necessarily support either side. It is supplied for the information of the court on a technical question. (While I cannot speak for the joint ethics committee, I believe that its position in these cases is essentially the same.)

In this case, Judge Levy ruled that because the contract (release) was sufficient in itself, evidence of trade practice could not be considered.

If Mr. Reiss intended to suggest that a sense of solidarity should have led the advertising community to defend the agency which transformed the photograph of Mrs. Russell into a lewd caricature, then I think he is mistaken. I am sure that in this field, as in ours, public respect will be gained by the self-enforcement of ethical standards within the industry.

David Linton,
President, American Society of Magazine Photographers, New York.

• • •

Skip Doubletalk for Influence, He Recommends

To the Editor: The advertising profession is transforming the thinking people of this country into a group of cynics. As a weekly reader of your magazine for some years I would like to see Advertising Age take the lead in attempting to convince the writers of advertising copy that they can influence more customers by strictly truthful statements than by half-truths and statements which may be technically correct, but which are misleading, actually. When I read advertisements and descriptive material about a product I find that I have to labor over weighing each word to determine what meaning it is intended to convey to the consumer and what is the real meaning.

The first happiness of man is the personal satisfaction of providing for his family so as not to be a burden on society. After he has reached the limit of his ability to provide or the limit of his family to consume, the second happiness is in the personal satisfaction of accomplishing something which improves the living of man. Maybe cynicism is a motivating force!

C. H. Haines,
Belmont, Mass.

• • •

Persistence a PR Virtue

To the Editor: Denny Griswold's "scathing denunciation" of pr men who follow up their releases makes us all look like a pack of driveling idiots (AA, March 23).

It is common knowledge that in every profession there are a few of these salivating know-nothings, but, for the most part, pr people are energetic, extra-hard-working mortals who not only realize that the post office usually delivers their material (sooner or later) to the proper addressee, but, through experience, have learned a few other valuable lessons as well.

Most important of these is persistence. There isn't a good pr man around who can't tell you about a story that took nine months or a year to finally materialize—and chances are, it would still be in the newspaper or magazine writer's bottom left-hand drawer if it hadn't been for eight or ten *gentle* phone reminders from you-know-who.

None of us perceptive publicists ever thinks anyone "owes" us a story. Nor do we ever assume somebody is "in" until we see it there. And even when we see it, it often disappears from the next edition, so we have learned to take nothing for granted—*ever!*

And finally, we have learned the best times to call our writers and editors. We know when their deadlines are; what time they get in in the morning; when they have coffee, lunch, and the hour they leave their offices. If we call and they're out, we *never* ask that they call us back!

As a matter of personal experience, intelligent pr people can smugly assert that they never make pests of themselves. We are all valued news sources who have gained the respect of media men for our intelligent appraisal of newsworthy and appropriate material. We are all driving to "legalize" our profession by serving a definite purpose with dignity and empathy.

Betty Gardner,
Edward M. Meyers Associates, New York.

Alas, persistence is a public relations virtue, and patience an editorial one, and Mr. Bell's telephone lets persistence aggravate patience.

• • •

Pepperell, Too, and Hats

To the Editor: Maybe Andy Armstrong should add a P. S. to his reply to the lady in Tuckahoe who wanted him to make fun of

the hat in the Pacific sheets ad (AA, March 16).

Our client, the Millinery Institute of America, is pleased when a hat is used in an ad to symbolize a reward to a woman, but we wonder whether this "funny" ad for Pacific sheets out-pulled the ad a year or so ago in which Pepperell used the same approach.

The Pepperell ad played it straight with attractive hats rather than a gimmick-type hat. The headline was "Buy Yourself a Glamorous New Hat with the Dollars You Save in Pepperell's Big January Sale."

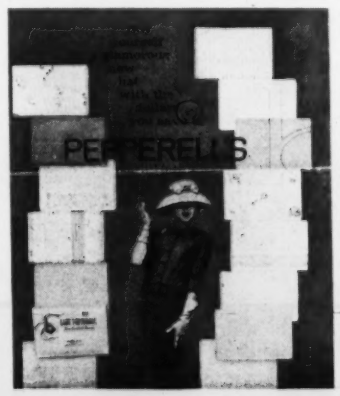
It seems the "mad hatter" of the past has gone out of style and millinery today is considered to be a badge of femininity.

Evidently, there is an emotional relationship between a woman and her hats which defies the male understanding or as a recently published item puts it:

A hat is a flag—a shield—a bit of armor—and the badge of femininity. A hat is the difference between wearing clothes and wearing a costume; it's the difference between being dressed—and being dressed up; it's the difference between looking adequate and looking your best. A hat is to be stylish in—to glow under—to flirt beneath—to make others seem jealous over—and to make all men feel masculine about. A piece of magic is a hat.

Don't you agree?

Mark Foster,
Communications Counselors Inc., New York.

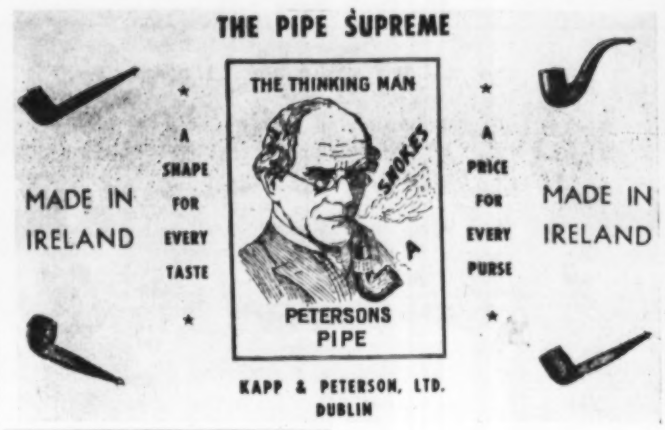


• • •

It's Happiness, C.M.!

To the Editor: In regard to "The Creative Man's Corner" in the March 2 issue of Advertising Age, I am surprised that such an opinion would come from a column which usually represents such sound and progressive thinking.

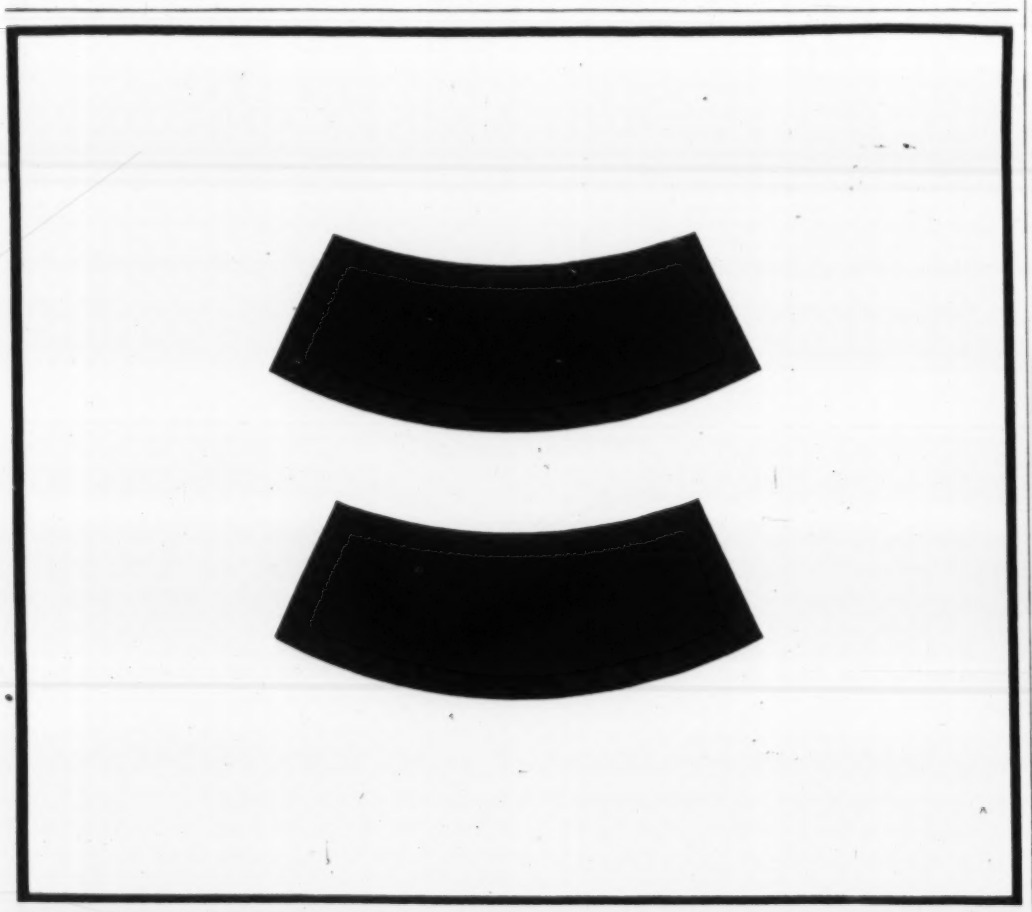
The criticism of the four ads from *Holiday* represents the opinion of the avant-garde of snobbish conformism. These are the people who look down long noses at someone who responds to a good



'Thinking Man' Thought Some Years Ago

To the Editor: The enclosed display by Kapp & Peterson Ltd., a 300-year-old firm, was given to me by a tobacco merchant. It shows the original "Thinking Man" who is being so widely publicized today.

Stuart Campbell,
Art Director, Lawrence C. Gumbinner Advertising Agency, New York.



Some things are bigger than you think

METROPOLITAN PEORIA AREA
IS BIGGER THAN:

QUAD CITIES	EVANSVILLE, IND.
DULUTH-SUPERIOR	MADISON, WIS.
DES MOINES, IA.	ROCKFORD, ILL.
SOUTH BEND, IND.	SPRINGFIELD, ILL.

— in fact, *any* market up to a million population in Illinois, Iowa, Minnesota, Missouri or Wisconsin — and Peoria Journal Star is the ONE newspaper that covers Peoria's 13-county BILLION DOLLAR MARKET.

Peoria Journal Star

Ward-Griffith Co., National Reps.

story with a hearty bellylaugh, scoff at the person who cries during a play because he is sincerely moved by the performance, or ridicules those who fall in love and show it. These people are the pseudo-stoics who live in a pent-up world of self-imposed social pressures, depriving themselves and those around them of their warmth, affection and sincerity.

The ads from *Holiday* are refreshingly good because they break through the world of pancake makeup and depict sincere, spontaneous, uninhibited delight. What a forward step this is from the sterile, gaunt, hollow-eyed, withdrawn expressions of the models in high fashion magazines.

After all, isn't it *happiness* which everyone is looking for? It is too bad that we all grow so calloused and numb to our environment that we are unable to be completely happy or hilarious —for even a moment. But we keep looking, hoping the next experience or adventure will give us that true inner exhileration. And who knows? Maybe some will find it in Europe, or the Orient, or wearing an Eastman Verel lined coat . . . in the rain . . . plastered.

Paul D. Fillinger,
Portland, Ore.

• • •

'Days' Coming Up for Gifts by Wire

To the Editor: Reader Valeria G. Hardy in her Feb. 9 letter has very aptly described our new Gifts By Wire service, even though she evidently hasn't yet heard about it. She could have done her Christmas shopping by running down to any one of ten Washington, D. C., drug store GBW members and sending Gifts By Wire almost anywhere in the nation.

She could have chosen her gifts from a gift album now containing more than 50 nationally-advertised gift items including name brands from Amity wallets to Whitman Samplers and Zippo lighters. Cosmetics, perfumes, baby sets, coffee makers, scales and various other gift items can be ordered here and delivered there in more than 4,000 communities throughout the nation. The GBW service, only in its fourth month of operation, is now offered by 2,-300 member drug stores.

Hope reader Valerie wants to send more gifts for Easter and Mother's Day. We're happy to be making the "gift buying situation more pleasant," as she suggests.

Hank Cohen,
Director of Public Relations, Gifts By Wire Inc., Delray Beach, Fla.

• • •

Readers Reminded of Value of James Young's Book

To the Editor: Some years ago, I met James Webb Young's book, "A Technique for Producing Ideas," when the management of an advertising agency I was with distributed copies to the members of its organization.

Reading it gave me one of my major insights into the creative thought process, insights comparable to those that come from reading the great semanticists, such as Korzybski. I have carried the torch for this book ever since.

In my relatively new position as copy director of Harris D. McKinney Inc., I am responsible for the editing of our "Ad Libs," a publication which is mailed to about 1,000 sales and advertising managers, members of top management and financial leaders in the Delaware Valley. Our editorial policy is to entertain a bit, educate a bit, and help as much as we can, without preaching.

In our current issue, which is enclosed, we have taken the liberty of plugging Young's book, for we genuinely feel that more people should know about it and profit from it.

Laurence A. Rockelein,
Copy Director, Harris D. McKinney Inc., Philadelphia.

• • •

Voices Are Changing

To the Editor: Are tv announcers mixing up their sexes? It seems so. One of the large detergent companies uses a man (?) who talks in low, sweet tones, rolls his eyes, and conveys the impression he's about to kiss somebody behind the ear.

On the other hand, lady announcers are sounding more like men, particularly when they push hard goods. Their voices are raucous, and they clench their fists and swing their arms as though itching for a fight.

No one minds advertising that's different, but must this trend continue into sex? Male announcers who wear skirts should remember it's the woman in the family who wears pants.

Take off that girdle, Joe, and try this eyepatch.

Stephen Tedor,
Glenwood Advertising, Chicago.

• • •

Sets C.M. Straight on Airline Copy Appeal

To the Editor: Bless Mr. Nimz' pea-pickin' heart for taking picks on the Creative Man, who took picks (among others) on recent Northwest Orient Airline's advertising (AA, Feb. 30).

To strengthen Mr. Nimz' position—the very thing the C. M. advocates practically brought airline progress to a standstill in 1958. Facts, destinations, figures and nut-and-bolts copy haven't paid off in ever so long.

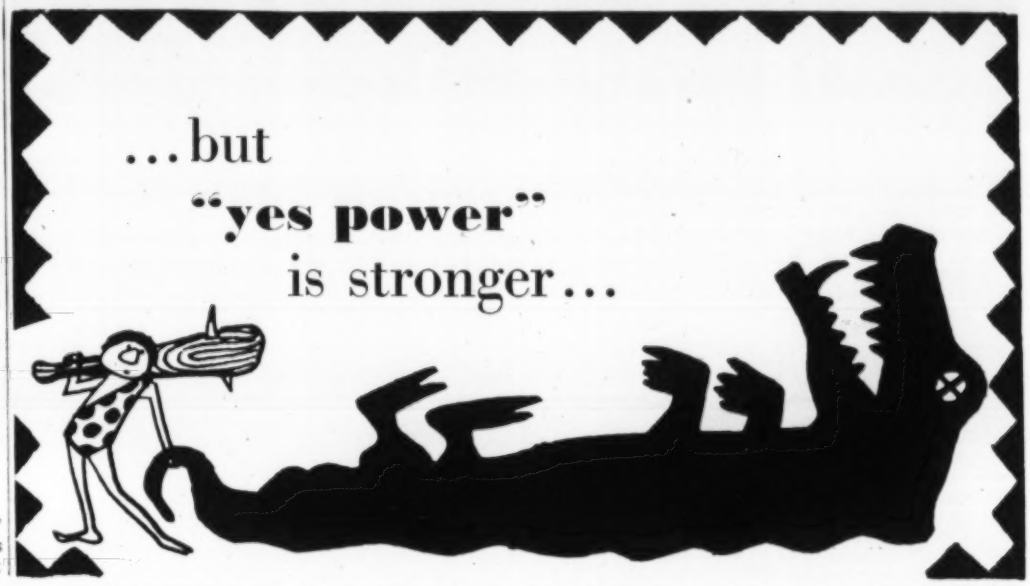
Authority—me! From having served as creative supervisor on such airlines accounts as Chicago & Southern, BWIA, BOAC, TWA and, now—Northwest Orient Airlines.

About NWA with its "idiotic grin" and *McCall's* type togetherness, we're up 21.5% over 1957 —thrice the industry average. If you'd bought NWA stock in early 1956 it was $10.50. Today it's over $40—highest in the industry.

What the Creative Man doesn't know is what he so often doesn't know—what he's talking about. He's inclined to criticize technique without criticizing advertising effectiveness.

You and I—let's give wings to our hearts. We can cry long and loud with the Creative Man—as we pass him on the way to our banks.

Joe H. Hoffman,
Creative Supervisor, Campbell-Mithun Inc., Minneapolis.



"Remember, Jim, you can't decide by checking Metropolitan areas alone"--

"I know, Roanoke, Virginia is a case in point--the Metropolitan area yardstick is

a poor and unreliable index of total market size"

The column on the right gives you the true picture of the big, prosperous 16-county primary market of The Roanoke Times and The Roanoke World-News.

These are important facts to know, when you buy in the first 100 markets because the old Standard Metropolitan area yardstick will not reveal them to you.

Remember! It's the primary market that gives the true picture.

*ROANOKE . . . site of the World Premiere of the Westinghouse Total Electric Home.

Roanoke* is a NATURAL TEST MARKET

It is isolated from competing markets, has minimum penetration from outside, self-contained economy, diversified industry, representative population, adequate size, sufficient distributive outlets, good newspaper coverage.

NOW GET THIS!

This free brochure gives you the FACTS clearly, concisely, authoritatively. It will be sent you immediately upon request.

Roanoke is a Burgoyne Test City with spot color

THE ROANOKE TIMES and THE ROANOKE WORLD-NEWS

National Representatives SAWYER · FERGUSON · WALKER CO

The Daily Newspaper is the Total Selling Medium

Quick Facts About ROANOKE NEWSPAPERS' 16-County Primary Market

ROANOKE NEWSPAPERS' COVERAGE

Metropolitan area	100%
61 Principal cities and towns	95%
16-County primary market	61%

NEARLY HALF-BILLION-DOLLAR-MARKET
with 552,000 people.

SIZE
of Roanoke Newspapers' Primary Market — 16 counties — 7,516 sq. miles — 2nd in State — 75th in Nation.

HOUSEHOLDS:
76th in Nation, with 138,500.

NET BUYING INCOME:
80th in Nation, with $690,937,000.

CONSUMER SPENDING UNITS:
74th in Nation, with 158,514.

RETAIL SALES:
82nd in Nation, with $474,497,000.

FOOD STORE SALES:
85th in Nation, with $109,654,000.

EATING & DRINKING SALES:
79th in Nation, with $23,664,000.

GEN. MDSE. SALES:
79th in Nation, with $60,981,000.

APPAREL STORE SALES:
92nd in Nation, $25,260,000.

FURN. HSLD. & APPL. SALES:
86th in Nation, with $24,884,000.

AUTOMOTIVE SALES:
80th in Nation, with $104,998,000.

GAS SERVICE STATION SALES:
78th in Nation, with $42,210,000.

BLDG. MAT. & HDW. SALES:
106th in Nation, with $28,026,000.

DRUG STORE SALES:
81st in Nation, with $14,264,000.

ALL OTHER RETAIL SALES:
74th in Nation, with $40,556,000.

*1958 Survey of Buying Power.

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

FROM THE "IT HAD TO HAPPEN" DEPT.

We get a howl out of those off-beat "for sale" notices that turn up every so often—like this one we read the other day. *"FOR SALE. Television set. Slightly damaged by a blow of the fist."* We can envision the circumstances. Just as the cowardly, unshaven bad guy (on black horse) was about to gun down the clean-cut good guy (on white horse)—POWEE! . . . a short, stinging right—dead center to the picture tube.

And talk about men on horseback—if you're galloping off in six different directions trying to get market facts on your drug or grocery product—it's high time you let an old pro take the reins. The BURGOYNE organization—with established sales information centers from coast-to-coast—delivers the facts with speed, accuracy, thoroughness—and minimum cost to the client. Working through selected panels of grocery and drug stores in America's best test markets, BURGOYNE field personnel carefully tabulate product unit sales from shelf and reserve stocks, and from factual purchase orders. This method means, each BURGOYNE Index Report, gives you an overall, pin-point accurate picture of the sales activity of your product during the test period. Write, phone, wire, or semaphore—full particulars will be sent promptly.

• • • • •

MEET THE BURGOYNE TEST CITIES: TOLEDO and LOUISVILLE

. . . are two of the cities making up the select list of BURGOYNE Test Cities, and which are permanently set up for BURGOYNE Retail Sales Studies.

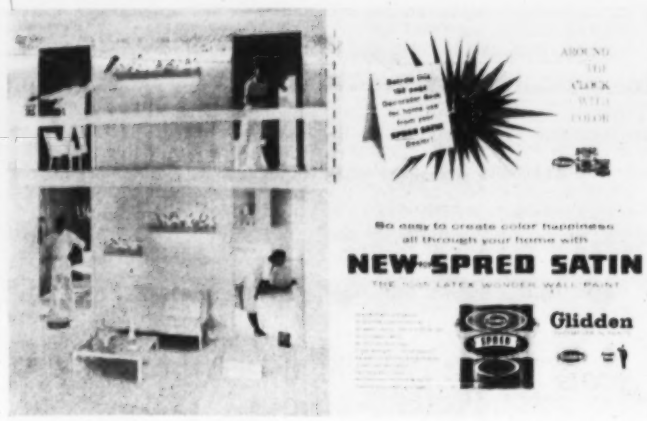
LOUISVILLE—Settled in 1778 at the site of the Falls of the Ohio, Louisville is today the largest city in the Bluegrass State. A major river freight port, industrial, and market center—also famous as home of the Kentucky Derby. In the historic Falls City, we recommend the COURIER-JOURNAL for complete coverage of the market.

TOLEDO—Situated on the Maumee River near its mouth on Lake Erie, Toledo is a major Great Lakes shipping port. Industry includes shipbuilding, oil refining, and manufacturing of glass, automobiles, and electrical equipment. In this important northwestern Ohio market, we recommend the BLADE & TIMES as the outstanding selling medium.

• • • • •

Send for a complete list of all the Burgoyne Test Cities. We'll have it on the way back to you by return mail—along with the full story on Burgoyne Retail Sales Studies.

Burgoyne
GROCERY & DRUG INDEX INC
FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO



BIGGEST—*Meldrum & Fewsmith, Cleveland, bills this as the largest full-color ad ever devoted to a paint product. Designed to show Glidden's Satin Spred's versatility, it incorporates a gatefold and Dutch door arrangement. It ran in the April 4 Saturday Evening Post.*

Downtown Retailers Rely Heavily on Negro, Says Johnson

CHICAGO, April 7—Downtown stores in the big cities are finding that a rapidly increasing portion of their sales volume is now dependent on the Negro market that is moving in around them as whites move off to the suburbs, a Negro publisher pointed out last week.

John Johnson, owner of Johnson Publishing Co., publisher of *Ebony*, *Jet* and *Tan*, told the Agate Club of Chicago that the Negro market is now primarily urban. Until recently, he said, it has been primarily a rural market.

■ He described the nation's Negro market as now consisting of about 19,000,000 people in 5,000,000 families spending about $19.5 billion annually. This population figure is not based strictly on color, he noted, but on the number of people who voluntarily identify with Negroes.

The Negro market is by nature a psychological market, Mr. Johnson said, because its distinction is based more on social patterns than physical needs.

But he did observe that Negroes offer a particularly lush market for certain commodities—hats, shampoos and "face creams to make us lighter, just as you have creams to make you darker," Mr. Johnson told the club.

■ Noting that *Ebony's* circulation is now about 500,000, Mr. Johnson said the magazine gained 125,000 in circulation last year alone, and that the current rate of gain is about 200,000 a year. He predicted that in three years *Ebony* will have more than 1,000,000 in circulation.

A new Johnson publication in the new African republic of Ghana seems to be in the offing. Mr. Johnson said he expects to make an announcement about it soon. #

Baltimore Next to Get Babbitt Offer of Rides for Coupons

BALTIMORE, April 7—The Baltimore Transit Co. is completing negotiations with B. T. Babbitt Inc., to become the next metropolitan public carrier to exchange bus tokens for coupon premiums.

J. Brooke Duvall, vp of the B.T.C., disclosed that Babbitt is planning special labels for its cleansing and allied products in the Baltimore market, and consumers will be able to exchange four coupons from Babbitt products for one bus token, valued at 22¢. Pending approval by the Public Service Commission, the plan will go into effect about June 1, with Babbitt bearing the added expenses of coupon exchange.

According to Babbitt procedure in other cities where it introduced the coupon-token exchange plan, the manufacturer will stock the specially labeled products for three months and redeem them for a minimum of another three months.

Other cities where Babbitt introduced the coupon-token exchange plan include New York, Philadelphia, Detroit, Cincinnati, Milwaukee, Pittsburgh, Miami and Miami Beach. #

Mrs. Mildred Nordlinger Named Permatex Ad Manager

Mrs. Mildred Nordlinger, formerly assistant to the merchandising director of Permatex Co., Huntington, N.Y., has been named advertising manager.

Mildred Nordlinger

The company, which manufactures repair and maintenance chemicals for the automotive, marine, aviation and industrial fields, is one of the few industrial companies with a woman ad manager.

Prucha Joins Doyle & Hawley

William Prucha Jr., national advertising manager of the *Daily Review*, Hayward, Cal., has resigned to join the San Francisco staff of Doyle & Hawley, newspaper representative.

Murray Joins Smith Agency

Bob Murray has joined Steve B. Smith Advertising, Indianapolis, as an account executive. He formerly was with Bruce B. Brewer & Co. and Allmayer, Fox & Reshkin, both of Kansas City.

Network TV Gross Time Billings

Source: TvB figures from Leading National Advertisers and Broadcast Advertisers Reports.

	January 1958	January 1959	% Change
ABC	$ 9,168,609	$10,647,078	+16.1
CBS	22,094,015	22,129,248	+ 0.2
NBC	18,344,111	19,299,853	+ 5.2
	$49,606,735	$52,076,179	+ 5.0
Day Parts			
Daytime	$15,090,338	$18,321,279	+21.4
Monday-Friday	12,792,626	15,162,498	+18.5
Saturday & Sunday	2,297,712	3,158,781	+37.5
Nighttime	$34,516,397	$33,754,900	— 2.0
Total	$49,606,735	$52,076,179	+ 5.0

Borden Cheese Drive Set

Borden Co. plans an intensive trade campaign this month for its cheese line built on the theme, "Springtime is profit time with Borden's cheese." Advertising is scheduled for 14 national and regional grocery business publications. The promotion will tie in with the American Dairy Assn.'s "June is Dairy Month" campaign. Young & Rubicam, New York, is the agency for the Borden drive.

Keystone Names Merlo

Keystone Readers' Service, subsidiary of Curtis Publishing Co., has appointed Merlo Co., Los Angeles, as sales promotion and publicity consultant for its western regional office. A sales contest for the student sales force in the field is planned.

SPEED

When it's hours instead of days, or days instead of weeks, Screen Process can do it.

Put Punch in Point-of-Purchase

A Technique for Producing
IDEAS

Where do the moneymaking ideas come from—those ideas which make success novels, radio and television programs, moving pictures sales campaigns and businesses?

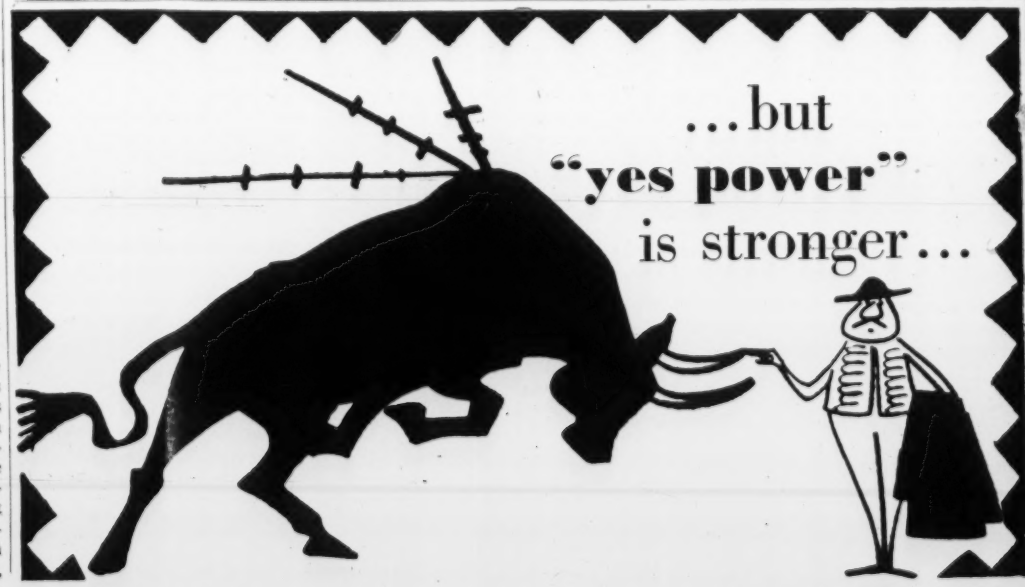
James Webb Young, one of the highest paid idea men in the advertising business, set out to answer this question for his students at the University of Chicago. The result is a little book which you can read in an hour but will remember the rest of your life.

In the simplest and clearest of language Mr. Young has succeeded in describing the way the mind works in all creative people. He gives you the *formula* which they consciously or unconsciously follow in producing ideas. He shows you how to train your mind so that idea production is, as he says, "as definite as the process by which motor cars are produced."

Enthusiastically endorsed by sales managers, editors, college professors and students, poets, advertising men, salesmen and business executives who have read it. Send for your copy of A TECHNIQUE FOR PRODUCING IDEAS now. Only $1.25 postpaid.

ADVERTISING AGE
200 E. ILLINOIS ST.
CHICAGO 11, ILL.

"Attention Book Department."



Ratings Don't Mean Brand Recall: Trendex

(Continued from Page 1)

most of the proceedings—"I've Got a Secret," the Lawrence Welk telecasts, etc., and (3) shows where the star plays himself and helps with the commercials—Arthur Godfrey, Pat Boone, Ed Sullivan, etc.

And the winners were generally shows with only one sponsor.

A single-company backed program will get a comparatively strong sponsor identification ranking under this system, regardless of how often the advertiser shifts brands on the program, or how many brands he uses. It may be Tide and Camay's money that is supporting the "Loretta Young Show," but a mention for any one of the dozens of P&G products gets counted in the correct column of these reports.

■ Agency men who are not particularly interested in seeing their clients add to the western stampede on network tv have been using the Trendex data to hold them back. One major agency made a special analysis of the January sponsor identification report for present and potential clients. The anemic showing of the cowboys was pointed out in that study, as well as the relatively low SI position of many ratings favorites.

Some industry observers think that the rabid western fans are much too engrossed with who is doing what to whom in the story to care about who is selling what in the commercials.

■ Agency sniping notwithstanding, more rustic heroes are ambling into tv all the time. They get there because their supporters also have some forceful arguments. Julius Barnathan, vp and research director of ABC, pointed out that westerns don't do well on the Trendex reports on sponsor identification for one very good reason:

"It's the woman who rushes to answer the phone most of the time," he said. "And this is whom the Trendex interviewer talks to. If you get a breakdown on the men, and what they know about who is paying for the show, it's a different story."

Trendex admits that its interviewers generally talk to women, unless the conversation is started with a specific request to speak with the man of the house—as is the case in some special studies. Trendex has come up with higher SI scores for westerns in special men-only studies.

■ Other data included with the SI report leaves no doubt that westerns are a favorite form of tv entertainment with the stronger sex. If papa gets a chance to control the dial, he is most likely to switch to (1) a sports event or (2) a horse opera.

As to the so-called poor SI showing for some high-rated programs, percentage figures here can be misleading, Mr. Barnathan pointed out. If the idea is for the sponsor to have as many people as possible in the audience who know his brand name, he may get a higher figure of total homes correctly identifying it if he has a 50% SI score for a high-rated show like "Gunsmoke" or "Maverick" than he would if he had a 75% to 80% SI score for a show with a lower rating.

There is a difference of opinion in the industry as to just how important sponsor identification, as it is now reported, is anyway. What does it really mean? Does it measure the true impact of the commercials? These are some of the questions searching researchers ask.

■ The agency which has been making the SI presentation considers this factor one of the most important considerations in weighing tv as an ad medium. It considers a high sponsor awareness level as a necessary first step toward improving sales results. In some quarters this consideration lost ground as a result of the magazine plan of tv buying on "Today" and the "Jack Paar Show" and the trend toward co-sponsorship by different companies and by different brands in the same company. The reasoning: People who make this kind of buy usually don't hope for much association with the program. How can you remember who is Perry Como's sponsor if there are six of them?

■ How important is sponsor identification to advertisers? According to Donald W. Stewart, ad manager of Texaco, it's not so important that people remember where they heard about your product—in a magazine, on the radio or on a specific tv show. The idea, he said, is to make sure that they do remember your product, and that they do go out and buy it. #

Sponsor Identification Leaders

Trendex, Feb. 1-7

1	Welk's Dancing Party (Dodge, ABC)	90.0
2	Lawrence Welk (Plymouth, ABC)	88.3
3	Pat Boone (Chevrolet, ABC)	87.2
4	Chevy Show with Shirley MacLaine (NBC)	83.3
5	Kraft Music Hall (NBC)	75.9
6	I've Got A Secret (R. J. Reynolds, CBS)	75.8
7	You Asked for It (Skippy, ABC)	74.3
8	Dick Clark (Beech-Nut, ABC)	73.5
9	Ed Sullivan (Mercury, Kodak, CBS)	68.5
10	Phil Harris (Timex, Edsel, NBC)	68.0
11	Lassie (Campbell, CBS)	67.5
12	Cavalcade of Sports (Gillette, NBC)	65.2
13	GE Theater (CBS)	64.9
14	Desilu Playhouse (Westinghouse, CBS)	64.7
15	Voice of Firestone (ABC)	64.7
16	Alcoa Presents (ABC)	64.6
17	Circle Theater (Armstrong, NBC)	64.2
18	Arthur Godfrey (Pharmaceuticals, Toni, CBS)	64.1
19	Hall of Fame (Hallmark, NBC)	62.9
20	This Is Your Life (Procter & Gamble, NBC)	61.6

How High-Rated Network TV Shows Rank in Sponsor Identification

	Rating Rank	Rating Figure	Sponsor Identification Rank	Sponsor Identification Figure
Loretta Young (P&G, NBC)	1	33.6	*	60.8
The Rifleman (P) (Three sponsors, ABC)	2	32.6	*	28
Gunsmoke (A) (Liggett & Myers, Remington Rand, CBS)	3	32.3	*	45.6
Wagon Train (A) (Ford, R. J. Reynolds, NBC)	4	31.9	*	36
Maverick (P) (Kaiser, Drackett, ABC)	5	31.3	*	46.3
Perry Como (P) (Several sponsors, NBC)	6	31.2	*	37.3
Have Gun, Will Travel (A) (Lever, Whitehall, CBS)	7	29.5	*	27.2
Danny Thomas (General Foods, CBS)	8	29	*	55.2
I've Got A Secret (R. J. Reynolds, CBS)	9	27.9	6	75.8
This Is Your Life (P&G, NBC)	10	27.8	20	61.6

Source: Trendex, Feb. 1-7, 1959.

* Not in top 20.

(P) For what Trendex defines as participating programs, that is "programs having more than one sponsor for the same date," a net correct figure is used. Net correct is "that per cent of the total homes found viewing the program who correctly identified one or more sponsors or products." Trendex gets this figure by adding the don't knows and the mis-identifications and subtracting the total from 100 to weed out the homes that mentioned more than one sponsor. The report also shows each sponsor's share of the total correct mentions.

(A) Trendex's report shows alternating sponsorships with separate figures for the major, who always does better, and the minor sponsor. But for the purposes of these rankings, the researcher suggested that Advertising Age use a net correct figure.

Network TV Category Comparisons

February-March, 1959

Source: Trendex

	Average Rating	Audience Composition† M	W	C	Total	Sponsor Identification	Program Selectivity† By M	By W	By C	Sets left Unanimous
1. News shows and special features	6.8	—	—	—	—	—	—	—	—	—*
2. Drama, half-hour	19.7	0.89	1.07	0.54	2.50	48.0	20.7	35 8	8.6	10.0 24.9
3. Drama, hour or more	20.3	0.84	1.03	0.31	2.18	53.6	18.9	44.3	4.5	6.4 25.9
4. Special programs	—	—	—	—	—	—	—	—	—	—*
5. Variety, comedy, music shows	16.8	0.80	1.11	0.58	2.49	67.7	16.7	36.8	9.3	5.6 31.6
6. Situation comedies	19.2	0.63	0.97	1.01	2.61	40.7	11.8	29.3	26.2	7.8 24.9
7. Adventure series	16.3	0.79	0.67	1.14	2.60	48.2	23.7	12.0	37.8	6.5 20.0
8. Mystery, crime, police drama	17.1	0.82	0.98	0.53	2.33	28.2	27.1	29.0	10.1	10.4 23.4
9. Sports spectacles	12.5	1.15	0.72	0.22	2.09	54.4	71.7	5.2	2.0	6.9 14.2
10. Western drama	20.8	0.86	0.92	0.80	2.58	31.8	33.0	18.7	18.3	7.9 22.1
11. Quiz and panel	20.7	0.77	1.07	0.36	2.20	54.1	17.1	38.3	6.4	8.1 30.1
12. Children's shows	17.6	0.58	0.70	1.46	2.74	48.8	13.2	10.0	49.3	6.5 21.0

† M, W and C: Men, Women and Children.

* Unable to report due to insufficent data.

NOTE: Average ratings include only those programs which appear in both the February and March reports.

Percentages for men, women, and children do not include additional figures from unanimous.

Data covers 20 major markets on nighttime shows.

Sponsor identification figures came from Feb. 1-7 interviewing; audience composition and selectivity data came from March 1-7 interviewing.

DeJur Appoints Rivchun Ad, Sales Promotion Head

Armand E. Rivchun has been named head of the advertising and sales promotion department of DeJur-Amsco Corp., Long Island City, N.Y., manufacturer of cameras and other products. He most recently was account executive at Ruthrauff & Ryan, New York (now Erwin Wasey, Ruthrauff & Ryan).

Armand Rivchun

Before that he was with Sullivan, Stauffer, Colwell & Bayles.

Hearst Unit's Revenue Dips

Hearst Consolidated Publications Inc., a Hearst Corp. subsidiary which publishes some Hearst newspapers, has reported a decline of $9,149,836 in advertising revenue last year. Ad volume was off by 15,898,000 lines. Circulation revenue was down $472,641. Operating revenue in 1958 was $185,358,735 as compared with $196,043,388 in 1957. J. D. Gortatowsky, chairman, said Hearst publications "showed a small gain in advertising linage" during the first two months this year.

TV Stations Elects Jacobs

Herb Jacobs, formerly exec vp of TV Stations Inc., New York, has been elected president of the organization, which is owned by its 109 tv stations. TV Stations buys film programs for its members.

Bristol-Myers Buys Clairol to Enter Hair Coloring Field

(Continued from Page 1)

would be none.

Foote, Cone has been the agency of record on Nebs and T-Mist—put out by Norwich Pharmacal Co., which is a Bristol-Myers competitor. FC&B said today, however, that it stopped handling the Norwich products on April 1. Foote, Cone also handles Imperial margarine for Lever Bros., another Bristol-Myers competitor.

■ Founded in 1932, Clairol is a leading manufacturer of hair-coloring products which are sold principally to beauty salons under the Clairol, Miss Clairol and Lady Clairol names. It has more than 400 employes with headquarters here and a plant in Stamford.

Bristol-Myers purchased Grove Laboratories in 1957 (AA, Nov. 11, '57). Although it is primarily a proprietary and drug maker, its hair products include Vitalis, Fitch shampoo, and in the cosmetics field it owns Luzier Inc., a St. Louis division which sells unadvertised cosmetics under the Luzier name, house-to-house. #

Johnson & Johnson on ABC-TV

Johnson & Johnson Co. will replace Shulton Inc. as co-sponsor of the "Donna Reed Show" on ABC-TV, New York, for the 1959-60 season. Campbell Soup Co. will continue as the other sponsor. The Johnson & Johnson sale was made through Young & Rubicam; the Campbell order was placed through Batten, Barton, Durstine & Osborn. The show will move to a new time period, Thursday, at 8 p.m., EST, because the Wednesday 9 p.m., EST, slot was felt to be too late for a family situation series.

Protect Client Against 'Mau Mau Public': Hodges

(Continued from Page 1)

"outstanding young advertising man of 1958," told the annual banquet of the Assn. of Advertising Men & Women that it is the consumer who is today's hidden persuader, not the fabled advertising genius.

He proposed that the old saw about letting the buyer beware be switched around to warn the seller to be careful, because consumers are "regular Mau Maus" and "restless housewives and their husbands always find out what it is that they don't want."

Mr. Hodges said foreign car importers began coming into the U.S. shortly after the war and caught on with American consumers without a massive national advertising campaign." The public, he indicated, knew what it wanted.

■ The public also knew, he continued, that it did not want a new American-made car which spent about $250,000,000 on production and marketing. Mr. Hodges obviously referred to the Edsel.

This car, he said, "had a good agency—big, successful and hard working." It had "marketing experts, public relations experts, promotional experts—the works." It "had everything that is supposed to leave the poor gullible American consumer limp and glassy-eyed, fishing for a pen with which to sign a mortgage on his home and his wife in order to buy this big, bright new car of the future."

But today's hidden-persuaders—the consumers—"had done their work" and "a lot of them bought Volkswagens" instead, he said.

Mr. Hodges urged advertising men to protect their clients and help them beware of buyers. He urged that clients be taught to trust in advertising and helped "to do the other important things which make good advertising really effective":

- "Help him get the facts and face them; protect him from the conflicts of interest in our business—the networks which care more for rating points than your sales records."
- "Help him make the basic evaluations in marketing; create good advertising for him—the kind you can fight for and not compromise."
- "But most of all, protect him from the buyers, who only wait for him to make one mistake."

■ "The advertising agent's job—if he will stop worrying about his public image and about justifying the vast contributions advertising makes to the American economy—is to protect his client from the savvy and wary consumer. The consumer is now sufficiently enlightened so that he can take care of himself. He disbelieves the spurious in advertising and rejects even good products improperly presented."

The Assn. of Advertising Men & Women's banquet was a highlight of the ninth annual Inside Advertising Week, co-sponsored by the association and the Advertising Club of New York. Guests of the organizations were 65 honor advertising seniors from universities in the U.S. and Canada. #

Adams to Showacre, Coons

James M. Adams, formerly vp of Virgil A. Warren Advertising, Spokane, has joined Showacre-Coons-Shotwell, Spokane, as account executive and director of public relations.

THE ADVERTISING MARKET PLACE

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts, size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1958 **44,313**

HELP WANTED

COLLATERAL COPY SUPERVISOR
Wanted for Detroit office for 4A agency. Automotive or durable goods experience desirable. Reply

Box 2421, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BARNARD'S
Nation-wide Placements
In Advertising and Related Fields
Exec. Copy, Art, Production, Editorial, PR, TV-Radio, Sales, Secretarial, Etc.
Call Miss Barnard
WA 2-2306, 202 S. State St., Chicago 4

ADVERTISING MANAGER
Sick of shoveling snow? Commuting? The ratrace? AAA1 truck-trailer manufacturer wants young advertising manager and understudy for sales manager. Must have intelligence, personality, good advertising education and some agency or ad department experience. Great Dane Trailers, Inc. sells and advertises nationally. Headquarters in beautiful Savannah, Ga. where golfing, boating, fishing and hunting are year-'round activities anyone can afford. Advertising manager will work with agency, develop sales aids for dealers, handle co-op account. The opportunity for advancement in sales is greater than starting salary. Do not phone company. Give complete background first letter, which will be held in confidence and will be answered. **Reply only to George & Glover Advertising Agency, 805 Peachtree St., N.E., Atlanta 8, Georgia.**

MOLENE
Editors .....**Public Relations**
Copywriters .....**Advg. Managers**
Artists ...**Media** ...**Production** ...**Service**
"All is grist, which comes to our mill"
Andover 3-4424, 105 W. Adams St., Chgo 3

Space Sales Cleveland-Pittsburgh Territory. Top publisher trade magazines needs highest type of hard working salesman in its greatest potential territory. Cleveland Office. A real opportunity and permanence for the right man. Send resume to

Box 2406, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago, SU 7-2255

LAYOUT ARTIST
Large radio electronics firm needs third man in fast growing advertising art department. Three or more years of layout experience with good working knowledge of production. Salry from $5,000 to $6,750 depending on ability. Send resume and samples with first letter to **Jack Miller, Advertising Dept., Collins Radio Company, Western Union Building, Cedar Rapids, Iowa.**

WANTED—Top Advertising Salesman
Must be skilled at sales promotion copy and layout.
Feeds Illustrated, Prospect Heights, Ill.
Phone CLearbrook 3-4580

ARTIST WANTED
Leading progressive printer seeks all-round production artist for expanding creative department. Must be experienced and versatile—real opportunity. Call or write LeRoy Barfuss, Design Director, **CA 2-2335, Sorg Printing Company of Texas, 1801 Walker Avenue, Houston 1, Texas**

ADVERTISING-EDITORIAL
Fashion Artist, Midwest Dept. Store .**Open**
Art Director, Indus. Agency **$13,000**
Copy Supervisor, Indus Agency **$13,000**
Medical Copywriter .....**to...$10,000**
Technical Writers, Elect-Chem **$7800**
SHAY EMPLOYMENT AGENCY
55 East Washington, Chicago 2, Ill.

HELP WANTED

ASSISTANT CREATIVE DIRECTOR—AAAA Agency in medium size midwest city needs assistant creative director with both industrial and consumer background and broad advertising, merchandising and marketing experience. Must be highly creative in developing ideas, plans, complete programs. Submit resumes to:

Box 2431, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING
Creative Director **$20,000**
Copywriters .....**$6-$12,000**
Account Executives .....**$8-$20,000**
Market Research .....**$7-$15,000**
Publisher-Editor .....**- $10,000+**
B. L. Clem
IMPERIAL PERSONNEL
37 S. Wabash Chicago 3, Ill. FR 2-4233

SPACE SALESMAN
For Mid-West territory. Four well-established monthly business publications. Age 25-35. Salary, bonus, expenses. Give experience, references and salary expected.

P. O. Box 1225
Charlotte 1, N. C.

COPY/MERCHANDISING - SALESMAN
Sales promotion agency offers unique opportunity for experienced creative promotion copy writer who can sell promotion services. Salary plus draw against sales commission. Write full details. **FDA, 145 E. 57 St. New York 22, N. Y.**

NEW ENGLAND OPPORTUNITIES
Market & Media Research Director **15M**
FASHION COPY, top talent only **8-10M**
SR. MKT. ANALYST, MR bkgnd. **10-12M**
SR. STATISTICIAN, M.A. **10-12M**
PRODUCT MGR, food mfg. bkgnd. **8-9M**
All inquiries received in strict confidence. All resumes submitted for the above positions promptly evaluated.
SOS PERSONNEL BUREAU
127 Tremont St., Boston, Mass. LI2-8730

I DON'T CARE IF YOU ARE

A CUB . . .

. . . if you know basic English fundamentals and can write simply and factually. Expanding Adv. & PR Dept. seeks enterprising young man to write sales letters, news releases, bulletins and assist in producing house organ. Mail resume, starting salary to:

W. J. McKenna, Vice President
Old Equity Bldg., Evanston, Ill.

INDUSTRIAL WRITER WANTED FOR CHICAGO CONSUMER AGENCY
This is the chance you've been waiting for to expand your talents into consumer field. Prefer air conditioning and refrigeration experience, but will consider any technical background. Write

Box 2441, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois
giving experience & salary requirements.

YOUNG MAN with A LONG WAY TO GO
Unusual opportunity to move ahead fast with firm doing a unique job in industrial communications.
Frank Associates
Box 637
Tujunga, California

IF ADVERTISING IS YOUR BUSINESS PLACING YOU IS OURS!
Melba Oliver
Specialized Personnel Service, Inc.
629 EUCLID AVE. CLEVELAND 14, OHIO
Serving the Midwest for over 20 years

POSITIONS WANTED

FREELANCE ART SERVICE BY MAIL
Lettering-Cartoons - Layout-Design-Ideas Top quality, low prices, prompt service. State needs - Free folder and samples. **ALLAN K. JENSEN, AUDUBON, IOWA.**

TOP LAYOUT
Creative-have worked on many accounts. Sparkling, deft handling of color, black & white. Now employed in top position. $10,000 to 15,000. Very fast.

Box 2420, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING-MERCHANDISING MGR. A real pro, known for results. Outstanding 20 yr. record planning, creating, administering, field follow-through as Advertising-Sales Promotion Mfg., Merchandising-Sales Training Mgr. three nation's sales leading mfrs. consumer, industrial, agricultural products. East, middle west or south preferred. For details, P. O. Box 575, Atlanta 1, Ga.

INDUSTRIAL ACCOUNT EXECUTIVE
Mature, young (thirtyish) ind. ad pro, now in house agency of big elec. mfg., winner of NIAA & DMAA awards, seeks challenge in Chicago or L.A. Agency. Write:

Box 2432, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Chicago Company ad manager, former account exec., believes he can also be real asset to West Coast company or agency.

Box 2433, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

STRONG ART ADMINISTRATOR: creative & executive ability, all phases graphic arts; art direction, some copy; 15 years experience. Best references.

Box 2434, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FARM AE/AD MGR.
Top name nat'l. feed, ag chem., vet. medicine, dog food experience. Large company and acct. exec. background. Know farm media. Able writer. Available now.

Box 2435, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

A NATURAL
An agency that would make valuable use of a sales planning, administration, marketing and top management service record at a TV network while developing potential AE material. A young (25) grad who can make mountains out of mole-hills while moving toward contact work. Write

Box 2436 ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

CREATIVE ADVERTISING MANAGER
A competent administrator with an excellent creative record in national, international and retail advertising. Now in north—prefer south or southwest. Age 34—$10,000.

Box 2437, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

NEED CRACK NEWS EDITOR-PR MAN? Why not try a woman's touch? Get **same** proficiency, **more** finesse for **fewer $'s** than equally qualified man would ask. College honor grad, top science background, complete reporting, editing, production exp. on nat'l. news-tech. mag., proven capacity for responsibility, PR personality, sharp appearance and wit. Travel welcomed. Will relocate, start $7,000, in job offering a future. Single, 33.
Write 15010 Puritan
Detroit 27, Michigan

Salesmanager who knows his business, and means business seeks advancement. Fifteen years of successful selling, creating, and leadership in advertising and related fields.

Box 2438, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

I WRITE OLD FASHIONED COPY . . . THE KIND THAT SELLS THINGS. And I work by mail, for far less than you'd pay a full time apprentice. 20-plus years in major agencies, 4 on my own; on everything from automobiles to adrenalin. Heartily endorsed. Write for my surprising fees, and a couple of samples.
RODERIC KMcKENZIE
308 Tropical Arcade, Ft. Lauderdale, Fla.

Dear Mr. Newspaper or Business Publication Publisher: I offer you all-around editorial qualifications including production & sales. Well grounded exp. for a 28-year-old man. Newspapering includes mngng ed. of small city paper. Married. College man. Reasonable salary requirements. Will relocate for right job. **Wm. J. McCance, 1110 Wilshire Blvd., L.A., Calif. HUntley 2-0795.**

WANT CHARACTER, CREATIVENESS, copy versatility, agency and retailing, sales promotion experience, administrative finesse, plus buoyant maturity, all wrapped up in a chic, impressive package?

Box 27R 318, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

REPRESENTATIVES WANTED

Progressive publisher of HOT consumer monthly needs reps in all territories who can do effective job among general men's and sporting goods-outdoor advertisers. Publisher guarantees complete cooperation and aggressive promotion and looks for same in return. We need to know your present publications, territory covered, approx. volume of business now being handled, your commission structure. Sell yourself in your first letter. All inquiries acknowledged. Write

Box 2440 ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

FOR SALE: Two partners willing to sell one-third interest in small pulp outdoor publication to seasoned ad man. New monthly has great growth potential. A terrific opportunity for top calibre space salesman who wants to better himself. More terrific for a man with sporting goods contacts. Chicago-area. National, regional and local advertising.

Box 2439, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

RADIO STATIONS FOR SALE . .
California Northern Market quarter-kilowatt, $40,000, attractive terms. Arizona 5 KW, Big Market station, $175,000 for control. Wilt Gunzendorfer, 8630 W. Olympic, Los Angeles, Calif.

MISCELLANEOUS

4-COLOR COMMERCIAL PRINTING—COMIC BOOK TECHNIQUE—From idea to finished booklet. GEARED to save you 20% over-all. Contact **PUBLISHERS REPRESENTATIVES,** Dept. AA, 1472 Broadway, New York 36, N. Y. BR-9-0382.

FREE WRITERS CATALOGUE
giving manuscript markets. Write Literary Agent Mead, 915 Broadway, New York 10

ART DIRECTOR

— working variety

Must be alert, steady, responsible and capable of carrying his own load by producing fresh, imaginative layouts for consumer and industrial ads and collateral material for well-established 4-A advertising agency in St. Louis with excellent growth potential. This agency's management is young, enthusiastic and energetic. If you are strictly a professional, not afraid of hard work, with unusual ability, this may be your ship.

COPY CHIEF

— writing variety

This man must be a professional writer who can shift with rapid versatility from industrial to consumer accounts without hitting the panic button. Writing must be fresh, powerful, crisp. Must be able to translate basic ideas into copy that is concise, believable and professionally logical. If you know you qualify, we'll be looking forward to an appointment. Box 480, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

COPY SUPERVISOR

Top Midwest agency needs a high caliber-idea man with packaged food experience. Age to 44. Salary $15-25,000.

Send complete résumés to us for confidential handling.

WALKER
212 South 7th Street, Minneapolis, Minn.

AD WRITER'S VACUUM

There is certainly no dearth of good copywriters *from* the South but imaginative people from Dixie seem hypnotized by the attractions of Madison Avenue and Michigan Boulevard. Perhaps they are unaware of the transformation in their native land, that life here now can be *both* delightful *and* rewarding, that a new prosperity is burgeoning and they can share in it, that there is stimulation aplenty in advertising here, and that their words can be eligible for nation-wide readership.

Our type of advertising calls for clever, creative people who can telegraph ideas in brief heads, subheads and captions, who can put one colorful word with five ordinary ones and make six sing.

If you're an experienced writer with a knack for color and brevity (not a distance runner), this could be the all-important turning point in your life. We're not setting any other specifications except that you have to be happy to live within an hour and a half of New York or Chicago—*by jet!*

Address Box 484
Advertising Age
200 E. Illinois St., Chicago 11, Ill.

GB&B IN SAN FRANCISCO NEEDS A COPYWRITER

Want genuine pro but able to shake shackles of conformity. Previous agency experience necessary, but not to point where chronic stomach acid condition has set in. Must evidence ability to write highly original tv, radio commercials, also print stuff. Work in inspirational surroundings, associate with kindly, soft-spoken account men.

Mail complete existing facts to middle man at Guild, Bascom & Bonfigli, 130 Kearny Street, San Francisco 8, Calif. All replies opened behind locked doors.

ADVERTISING EXECUTIVE EXPERIENCED IN CONSUMER HARD GOODS

Manufacturer of outstanding product with world wide acceptance and distribution requires aggressive Advertising Executive to head department. Should have strong dealer promotional background and national merchandising experience. Prefer a man 32 to 40 who is interested in outdoor sports and activities. Send complete résumé to Box 488, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

do you have REAL job security?

Do you often feel that your future and your family's security is hinging on the whim of one individual or a group of persons?

If you're the kind of man who wants a place of prominence in the community and a substantial income that may range from $15,000 to $50,000 per year for established men, this is an opportunity for you! Your earnings increase as you get older. Your future and security are in your hands' to build. You will be offering a confidential service, giving you the same professional status as a physician or lawyer, applying professional knowledge and skill in your client's interest.

For additional information and details write or phone now: Mr. Arnold E. Fein, 136 E. 57 St., N.Y.C. Tel.: MU 8-0615. All replies in strictest confidence.

Creative Agency Seeks Creative Writer

If you are an imaginative, creative writer who has grown faster than your present small to medium-sized agency . . . if you want to move up financially . . . if you want to work with a group of equally creative ad men . . . then write us in confidence. Send photo, previous agency experience, age, education, salary range. Box 491, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

BIRCH Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

$15,000 CREATIVE MARKETING EXECUTIVE

35+ years old

WHO KNOWS:

CONSUMER ADVERTISING
MARKET RESEARCH
MARKET ANALYSIS
BUDGETS
TRADE SALES
P.O.P. MERCHANDISING
MEDIA
COPYWRITING
SALES PROMOTION

WHO CAN:

Plan, coordinate, execute, and follow-through complete programs.

Integrate all phases of comprehensive marketing programs.

WHO IS:

CREATIVE
MOTIVATED
DYNAMIC
STABLE
ENERGETIC

WHO HAS:

EXPERIENCE
INTELLIGENCE
STAMINA
TASTE
PERSEVERENCE
DRIVE
TACT

WHO WILL:

LOCATE IN CLEVELAND AREA

WRITE TO:
BOX 489,
ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ART DIRECTOR

Maybe we're nuts. Maybe the man we're looking for just doesn't exist. If he does, he's an A.D. so inhibited in his present job he's developing a complex; or an assistant ready to step up. We're a Boston agency 12 years old and growing fast. We need a capable, creative A.D. with talent for layout, type know-how, and supervisory ability; who isn't too highbrow to do pasteup. Top salary to the right man. If you think you're the guy, convince us. We'll keep your letter in confidence. Box 479, ADVERTISING AGE, 630 Third Ave., New York 17, N. Y.

INDUSTRIAL PUBLIC RELATIONS

Account executive needed by expanding Detroit organization. Background in industrial, business and financial accounts necessary.

Must be able to direct Public Relations programs, assume responsibility in client contacts, prepare technical releases for the trade and coordinate staff activities.

Furnish complete resume, photo and salary requirements to Box 486, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

Available—
ATLANTA MANAGER
For Agency

Seasoned agency professional in thirties experienced in foods, hard goods with top agencies. Unusually broad background . . . Account service, copy, administration, field contact, electronics production. Can head "outpost" of full-service office. Highest references, wide acquaintance. If you have considered an office in this fast-growing industrial region, now's the time to discuss it.

Box 492, ADVERTISING AGE 630 Third Ave., New York 17, N.Y.

ADVERTISING DIRECTOR

Would you like to associate with an east coast manufacturer (not in N. Y. area) as director of advertising with a minimum starting salary of $25,000.00?

Have you had experience from the "client side" in planning and administering an overall advertising program preferably for a food or beverage or some similar product?

Tell us about yourself. We will be glad to explore the possibilities with you in confidence. Our own employees are aware of this advertisement. Box 487, ADVERTISING AGE, 630 Third Ave., New York 17, N. Y.

ADV. & SLS. PROM. MGR. Beer-food experience. $25M
COPY, automotive TV. Top-ranking agency. East. $14M+
COPY, food. Same top-ranking agency $14M+
TV WRITER, woman. Cosmetic exp. No production, but should know it. $12-$14M
FOOD AE, wholesale baker exper. $13M
COPY-CONTACT, industrial, midwest $9-$10M

GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn CE 6-5353 Chicago

EUROPEAN MARKET

A French Advertising Agency would like to become the correspondent for France of a United States advertising Firm, interested by Common Market and European Market's new possibilities.

26 years old. Large possibilities. Important industrial Clients. The best references.

If this offer interests you, Please, write to:

AGENCE DIFFUVOX
252, Faub. St. Honoré,
PARIS Oe

EMPLOYERS!
We have well qualified
Copywriters
Advertising Managers
Asst. Adv. Managers
Account Executives
Radio & TV Men
Production Men
Artists
Editors
Photographers
NO FEES CHARGED
Workers or Employers
PROFESSIONAL, SALES AND CLERICAL OFFICE
ILLINOIS STATE EMPLOYMENT SERVICE
73 West Washington Street
Financial 6-3960

Exchange Hikes Ads to Deter Stock Gambling

(*Continued from Page* 3)

when it sent a letter to members, warning them to exercise caution and to conduct activities conservatively.

A week ago, in a public statement, Mr. Funston said, "A tendency has been developing toward the purchase of highly speculative stocks by people who don't realize what they're buying. Instances are not rare, I am unhappy to say, in which the buyer of a given stock hadn't the foggiest idea of what line of endeavor he was entering as a part owner."

The Securities & Exchange Commission announced April 6 that it is making a special effort to track down tips and rumors which are believed to have set off some of the recent speculative activity, which has led to some wild price gyrations in several low-price shares.

■ Total trading volume on the "big board" last month ran to 82,449,890 shares—76% above March, 1958—while on the American Stock Exchange, which used to be known as "the curb market," where more of the lower-priced securities are listed, total trading volume in March was 54,194,736 shares, an increase of 328% over March, 1958.

Trading also has increased substantially on stock exchanges in other parts of the country. During the first three months of this year the Pacific Coast exchange handled more than double the volume it did in the first quarter of '58, and the Chicago exchange reported an increase of 57% in the first quarter of '59, compared with the like period of '58.

■ Commenting on some of the erratic price fluctuations, the current issue of the *Wall Street Journal* mentions General Development Corp., a Florida land development company, listed on the American Stock Exchange, which "whipsawed from $30.75 to $77.50 and back again to $47.25 in a matter of weeks. Fourteen months ago the stock was $8.12 a share. Stock of Universal Controls, manufacturer of 'tote' machines used at race tracks, soared to a high of $102 from a low of $37.62. Borne Chemical Co., another speculative favorite, has ranged between $28 and $83.75 since the start of 1959."

■ Probably the first bold warning against speculation in the stock market was sounded late in January by Merrill Lynch, Pierce, Fenner & Smith, largest brokerage house in the country. It ran an ad in 170 newspapers pointing out that "all prices are subject to change" and said people who cannot afford to run the risk of a fall in prices should not buy common stocks.

Since then Merrill Lynch has run six ads, some of which have been repeated one or more times, warning against speculation. These ads have appeared in 170 newspapers and in *Barron's, Financial World, Forbes, Time,* and *U. S. News & World Report.* Albert Frank-Guenther Law is the agency.

The largest Merrill Lynch ad points out that every time a sale is made on the stock exchange somebody else buys, and that consequently "half the people don't agree with the trend of the market at any given time." The ad also stresses that "price isn't always the complete measure of the value of a stock" and suggests to prospective investors that they should be sure that their opinions are based on facts about a company's sales, earnings, dividends and outlook, before buying or selling.

Merrill Lynch plans to continue its current campaign against speculation indefinitely.

■ Many stock brokers are running ads cautioning the public against speculation. In the financial section of the *New York Times* April 5, Arthur Wiesenberger & Co. says, "The recent sharp rise in many low-price, volatile stocks is causing concern in many quarters," and offers its current investment report for "a prudent investment policy." "Moody's Stock Survey" warns the public to stop "playing" the market.

"Recent zooming of stock prices," it says, "in many instances, has been out of touch with realities—indicating an excess of speculative buying for quick profit. When stock buyers go into the market uninformed, merely to purchase a piece of paper at one number and resell it quickly at a higher number, a good many of them are going to get hurt. Now is a time for utmost discrimination," it warns.

■ These are in contrast to ads by some other brokerage houses offering speculative securities. These recently moved Michael W. McCarthy, president of Merrill Lynch, Pierce, Fenner & Smith, to say, "Another disturbing thing [in the current speculative market] is the crescendo of inflationary language in financial ads."

A number of factors are reportedly responsible for the current speculative trend.

"The trouble is," one investment house points out, "too many people are buying inexpensive shares merely because they are cheap—and they're doing it with money they can't afford to lose."

Helping to fan the speculative blaze, in the opinion of some Wall Streeters, the *Wall Street Journal* says, "are a few investment and advisory services which seem to be going out of their way to capitalize on the situation."

■ A survey conducted by the exchange showed that 25% of the population was talking about the stock market. A year ago a similar survey found only 9% was discussing the market.

Paul Windels Jr., SEC's regional administrator, observed earlier this week that "the same wild rumor that moved a stock one-eighth of a point a year ago seems to move it eight points today."

Still another factor in the current situation, observers believe, has been the large number of securities salesmen that have entered the business. Wallace Fulton, executive director of the National Assn. of Securities Dealers, reported recently that 3,300 individuals entered the business in the first quarter of '59 compared with 2,000 in the same period a year ago. The reasons? The greatly increased market volume and number of customers to be serviced by brokers; the growth of the mutual funds, many of which require salesmen in various sections of the country; the increase in the number of branch offices operated by brokers.

■ Increased advertising by brokers, mutual funds, investment companies and banks, as well a by the exchange itself, is also credited with creating greater public interest in the stock market.

BANKS' AD SPENDING TOO LOW, SASS SAYS

CLEVELAND, April 7—Two soap companies spent more in one year on television time alone than 14,000 banks spent on all forms of advertising and production.

This was the picture Reed Sass, Fort Worth banker, presented to a regional meeting of the Financial Public Relations Assn., here.

Mr. Sass urged larger and more effective advertising budgets for banks. He is vp of the First National Bank in Fort Worth and 1st vp of the FPRA. #

Food Warming Names Narup

William J. Narup & Co., Chicago, has been named to handle advertising for Food Warming Equipment Co., Arlington Heights, Ill.

Deans Joins BBDO, Toronto

Tommie Deans, formerly media director of Tandy-Richards Agency, Toronto, has been named media manager of the Toronto office of Batten, Barton, Durstine & Osborn.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

Fine, Fast, Fairly Priced Photography
pics incorporated
photographers
DEARBORN 2-1062
187 NORTH LASALLE STREET, CHICAGO 1, ILLINOIS
PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

CUTS HALFTONES ETCHINGS
5 SQ. INCHES FLUSH MOUNTED Overnight by Airmail. 1.65
Larger sizes, proportionately priced.
Ward Kah Box 87 Glendale 6, Calif.

PHOTO RETOUCHERS

Advertising Department of large, progressive farm and industrial equipment manufacturer has openings for two experienced retouchers, capable of working in both color and black and white. Midwest location. Write in confidence, detailing your experience, to Box 485, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

Come to grips with your buying or selling problem!

Your classified ad in Advertising Age gets right down to the basics of good buying or selling strategy. Puts your message into the hands of over 158,000 marketing men and women who have the authority to buy, sell or hire. You get quick action. Costs as little as $5 per ad. Try it!

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of $18.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $_____

My Name_____
Street_____
City_____ Z___ State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

Air Force Flies to MacManus From EWRR

(Continued from Page 1)

vin S. Lingon Jr., 3500th recruiting wing, Wright-Patterson Air Force Base; Maj. Gen. Arno H. Luehman, chief, Air Force information services, and Brig. Gen. Waymond A. Davis, headquarters, air materiel command, Wright-Patterson Air Force Base.

■ While the interested agencies have been informed of the results of the competition, the Air Force is refusing to acknowledge officially that a decision has been made. It contends no announcement can be made until the appropriation for the 1960 recruiting program clears Congress, which ordinarily is not until late June, or even mid-July.

This will be the first change in the Air Force recruiting picture since Ruthrauff & Ryan picked off the account when it was split from the Army in a de-unification move in August, 1954.

■ After outpacing 16 other agencies in open competition in 1954, Ruthrauff & Ryan was given an automatic extension in 1955. After successfully defending the account in open competition in 1956, it was spared further competitions until this year, when the Air Force exhausted the last of two renewal options which were part of the 1956 contract.

For MacManus, John, which billed $35,704,787 in 1958, it is another big step ahead. In ADVERTISING AGE's annual agency review it said it thought 1959 would be like 1958, but already this year it has begun billing for the magnetic tape division of Minnesota Mining & Mfg. Co., and for the *Detroit News*, and it has enjoyed improvement in its auto accounts—Cadillac and Pontiac. While only a relatively small part of the Air Force account is commissionable, the account reportedly provides profitable fees for specialized services, including preparation of sales aids used by recruiters.

■ MacManus, John already has some familiarity with Air Force operating methods as a result of its major accounts, since it provided public service announcements for Air Force recruiting on Notre Dame football games which it was televising.

Henry J. Fownes Jr., vp and manager in New York, is credited with an active role in winning the account, which will be serviced through the agency's New York office.

Since much of the air force activity originates at Wright-Patterson Air Force Base, Dayton, the agency must deal with contacts in Dayton, Washington and New York.

■ Currently much of the contact on the account for EWRR is through an office here headed by Col. Donald J. Wilkins, agency vp, with the creative work handled in New York.

Air Force entered the EWRR fold as an R&R account. Col. Wilkins, who had been active in recruiting while serving in the Air Force, had opened the R&R office here shortly after the agency won the account. EWRR said it plans to continue the office to service other accounts and for new business, and that Col. Wilkins is to remain here.

Meanwhile, two other agencies which hold military recruiting accounts are sweating out renewal options this month.

Dancer - Fitzgerald - Sample, which has had the combined Army and Army Reserve account since 1952, has had one renewal on a contract awarded in 1957, and is eligible for another renewal which would run through June 30, 1960. VanSant, Dugdale, Baltimore, just completing its first year as agency for National Guard, is awaiting word on the renewal option which was included in the contract it obtained last spring.

Both the Army and the National Guard are expected to decide on their renewal problems by May 1.

■ D-F-S stands as the alltime longevity champion in the military recruiting field. Initially selected in September, 1952, as agency for the joint Army and Air Force recruiting effort, it salvaged the Army portion of the assignment when the recruiting offices of the two services split up in 1954. It walked off with competitions in 1955 and again in 1957. There have not been any indications that it will be required to face another contract before the expiration of the final option in its existing contract in 1960.

■ At one time, recruiting accounts had such a bad reputation that the Defense Department called in leaders of the advertising agency field to determine what could be done to restore confidence in the program.

In addition to charges of political favoritism, agencies complained that annual renewal competitions prevented either the government or the agency from making out on the arrangement.

One of the principal recommendations adopted as a result of this study was a plan which provided for renewal options which could be used to assure stability to an agency that performed satisfactorily.

Originally the services had made their first experiment with paid advertising by retaining N. W. Ayer toward the end of World War II to help on recruiting problems for the Army and Air Force.

■ Controversies arose in 1948 after the account shifted to Gardner Advertising Co., St. Louis. In 1949 charges of political favoritism lodged by Ruthrauff & Ryan and N. W. Ayer led to congressional intervention, and a review of the program by the Secretary of Defense.

During mid-1949 the program was temporarily suspended while the Defense Department checked out complaints of favoritism in the selection of Gardner. Late in the year Gardner resumed briefly on the account, but on Jan. 1, 1950, the assignment passed to Grant Advertising, Chicago. Two years later D-F-S took over.

While the amount of competition seeking to take the Army account from D-F-S hss dwindled, the Army was still able to muster at least a half dozen agencies, when its account was up for grabs in 1957, and the National Guard, which spends less than a third as much as the Air Force, still stages a spirited race when its account is available.

■ At one time R&R had both the Air Force and National Guard, but in 1956 it lost National Guard to Robert W. Orr.

Fuller & Smith & Ross, which was the third hopeful in the Air Force competition, has been a persistent contender for government business. After World War II, it handled all advertising of surplus government war property. It has provided spirited competition in many military recruiting contests, and inherited the National Guard account briefly last year through consolidation with Robert W. Orr.

F&S&R was a finalist when VanSant, Dugdale ran off with the National Guard last year. #

L'PESACH—*Timed for Passover services, this Mogen David wine ad, captioned with the opening question at the Passover evening celebration, runs in the Chicago Daily News (April 15), the Miami Herald (April 6, 15, 20) and the New York Post (April 13). Edward H. Weiss & Co., Chicago, is the agency.*

Cutting Olefins Won't Solve Smog Problem, Rubel Says

(Continued from Page 1)

included:

• An all-out effort to find the most economical method of manufacturing, installing and inspecting afterburners.

• Creation of an adequate mass transit system.

• Research to continue as the cornerstone of smog fighting efforts.

• Creation of a community task force to bring to bear on development of an afterburner "the area's best engineering, production, legal and public relations experts."

• Better technical liaison between the air pollution control district and the industries which the agency regulates.

• Combining surrounding counties into a larger control district and establishment of an advisory board.

"I don't think we should sell our local talent short," Mr. Rubel said. "Our scientists and engineers have been responsible for putting rockets into orbit, building giant jet aircraft, ushering the U.S. into the space age. I think an exhaust control device should not be beyond them." #

Deadline for 17th CFAC Ad Awards Contest April 27

The Chicago Federated Advertising Club has mailed 12,000 entry blanks to 4,000 Chicago advertisers, agencies, suppliers and media, launching its 17th annual advertising awards contest. Deadline for entering the contest is April 27. Winners will be chosen May 4 and will be announced at the annual CFAC awards dinner May 21.

Contest divisions and their chairmen are: general consumer magazines, Sturgis Wells, Time Inc.; industrial and business magazines, Raymon Wall, Waldie & Briggs; farm publications, John Coleman, Capper Publications; newspapers, Budd Gore, *Chicago Daily News;* direct mail, Dick Hodgson, Advertising Publications; point of purchase, Stanley Wessel, Stanley Wessel & Co.; outdoor and transportation, George F. Baier, J. Walter Thompson Co., and radio and tv, Jim Hanlon, WGN. Tom Johnston, McCann-Erickson, is general chairman.

Top 100 Business Paper Spenders

Source: Associated Business Publications

	Company	1958
1	General Electric	$3,284,700
2	American Cyanamid	2,950,000
3	General Motors	2,890,000*
4	E. I. du Pont de Nemours	2,846,000
5	U.S. Steel	2,685,900
6	Merck & Co.	2,384,300
7	Allis-Chalmers Mfg. Co.	2,371,100*
8	Allied Chemical Corp.	1,980,000*
9	Westinghouse	1,930,500
10	McGraw-Hill Publishing Co.	1,600,000
11	Union Carbide Corp.	1,583,100*
12	Continental Can	1,500,000
13	Eastman Kodak	1,500,000
14	Abbott Laboratories	1,425,000
15	Republic Steel	1,373,800*
16	Caterpillar Tractor Co.	1,323,000*
17	General Precision Equipment	1,277,800
18	B. F. Goodrich Co.	1,219,200*
19	Bendix Aviation	1,200,000
20	Colorado Fuel & Iron	1,197,400*
21	Eli Lilly	1,169,400*
22	Smith, Kline & French Laboratories	1,125,000
23	Bethlehem Steel	1,110,500
24	Aluminum Co. of America	1,100,000
25	Dow Chemical	1,050,200*
26	Armour & Co.	1,035,500*
27	International Harvester	1,027,400
28	Minneapolis-Honeywell	1,017,000
29	Johns-Manville	1,008,000*
30	Westinghouse Air Brake	1,000,000
31	Chrysler Corp.	990,100*
32	American Home Products Corp.	990,000*
33	Ciba Co.	990,000*
34	Inland Steel Co.	906,000*
35	Goodyear Tire & Rubber	880,900*
36	Minnesota Mining & Mfg. Co.	869,000
37	Anaconda Co.	863,500
38	American Chain & Cable	854,400*
39	Food Machinery & Chemical Corp.	834,100
40	A. H. Robins Co.	800,000
41	Monsanto Chemical Co.	779,100*
42	Kaiser Aluminum & Chemical Corp.	753,100*
43	Charles Pfizer & Co.	737,000*
44	Link-Belt Co.	729,800
45	Pittsburgh Plate Glass Co.	700,000
46	Radio Corp. of America	685,500
47	National Cash Register Co.	674,700
48	Owens-Illinois Glass Co.	655,000
49	Time Inc.	640,000
50	Baldwin Lima & Hamilton Corp.	636,000*
51	Sinclair Oil Corp.	631,800*
52	U.S. Rubber Co.	625,000
53	Clark Equipment Co.	614,000*
54	National Lead Co.	607,600
55	Wagner Electric Corp.	600,000
56	Texas Co.	592,400
57	Seagram Distillers Corp.	590,500
58	Warner & Swasey Co.	575,700*
59	Celanese Corp. of America	558,500*
60	Burroughs Corp.	548,500
61	Standard Pressed Steel Co.	544,800*
62	Cities Service Co.	543,400*
63	American Machine & Foundry Co.	542,600*
64	Baltimore & Ohio Railroad	542,000
65	W. R. Grace & Co.	539,700*
66	Worthington Corp.	537,900*
67	Harnischfeger Corp.	535,400*
68	Rockwell Mfg. Co.	535,400*
69	Warner-Hudnut	534,200*
70	Crown Cork & Seal Co.	532,900*
71	Standard Brands	531,100*
72	Koppers Co.	530,000*
73	Master Builders Co.	530,000*
74	H. K. Porter Co.	530,000*
75	Standard Oil of California	525,000
76	National Steel Corp.	513,000
77	Rohm & Haas Co.	500,000
78	St. Regis Paper Co.	500,000
79	Schenley Industries Inc.	500,000
80	Timken Roller Bearing Co.	500,000
81	Federal-Mogul-Bower Bearings	499,500*
82	Carborundum Co.	497,900*
83	Mallinckrodt Chemical Works	486,300*
84	United Aircraft Corp.	485,000*
85	Willcox & Gibbs Sewing Machine Co.	482,800*
86	International Nickel Co.	481,500
87	Armco Steel Corp.	475,900*
88	Halliburton Oil Well Cementing Co.	475,000*
89	American Telephone & Telegraph Co.	471,000
90	Electric Auto-Lite Co.	470,300*
91	Allen-Bradley Co.	462,600*
92	Masonite Corp.	459,900
93	Norton Co.	448,800
94	Cessna Aircraft Co.	446,800*
95	Miles Labs	445,400*
96	Jones & Laughlin Steel Corp.	444,900
97	Procter & Gamble Co.	438,300*
98	Koehring Co.	435,800
99	Yuba Consolidated Industries	435,000
100	Ingersoll-Rand Co.	430,000

1958 figures marked with an asterisk (*) are estimates furnished by ABP to make the list as representative as possible. All investments by divisions and subsidiaries are included in the parent company total.

30 Business Paper Users in '58 Spent $1,000,000-Plus

(Continued from Page 1)

available by the end of April in a booklet listing 1,500 companies alphabetically and their investments. The 1,500 companies invested $231,699,500, which is 47% of the total 1958 estimated investment in business papers. #

Smaller Dailies Gain Despite Loss in National Linage

CHICAGO, April 8—Midwest newspapers in the 10,000 and 25,000 circulation ranges had average February gains of 3.3% and 3.2%, respectively, in their linage figures over the same month a year ago, according to the Inland Daily Press Assn.

The 33 newspapers reporting in the 10,000 group (circulations between 8,000 and 12,000), were up 4.1% in local display and 4.2% in classified linage. National linage was down 7.5%.

Among the 25,000 group (20 newspapers, with circulations between 18,000 and 27,000), local display was up 3.1% and classified was up 6.7%. They recorded a loss of 4% in national linage. #

Crane Co. Consolidates Sales, Purchasing Under Burley

Crane Co., Chicago, has consolidated its sales and purchasing divisions in a program "aimed at increasing operational efficiency." Heading the consolidated divisions is George F. Burley, formerly vp for purchasing and traffic, who has been named vp for marketin and procurement. Other appointments under the reorganization are William O. Brown, formerly vp for sales, vp for trade relations; William B. Gilmour, formerly general merchandising manager, director of marketing; George W. Dormody, formerly executive assistant to the purchasing an traffic vp, director of procurement, and D. R. Nordwall, a 27-year veteran of the sales department, general manager of sales.

Robert B. Crane has been named assistant to the vp of marketing and procurement, and R. A. Pape was named assistant to the director of marketing.

Ward Issues Sale Catalog

Montgomery Ward & Co., Chicago, has issued more than 5,000,000 copies of its 1959 summer sale catalog. A 560-page book has gone out to Ward's regular customers; a smaller 268-page book has been mailed to customers who order only occasionally. Largest over-all price cuts in the sale book are on home furnishings merchandise.

NBC Captures Seven of 16 Peabody Awards

NEW YORK, April 9—NBC walked away with seven of 16 Peabody awards yesterday, 13 of which went to network programs. CBS carried off four of the awards and ABC two. Two awards went to stations and one to Standard Oil Co. of California for a program it distributes to stations.

In announcing the awards, Dean John E. Drewry of the University of Georgia's Henry W. Grady school of journalism said the caliber of the winners of this year's George Foster Peabody awards indicated the advertisers had better taste than some intellectuals credit them with.

The awards were presented as usual at the meeting of the Radio & Television Executives Society.

■ The winners, by categories, are:

Tv news—The "Huntley-Brinkley Report" (several sponsors on NBC).

Tv dramatic entertainment—"Playhouse 90" (several sponsors, CBS).

Tv musical entertainment—"Lincoln Presents Leonard Bernstein and the New York Philharmonic" (CBS).

Tv entertainment with humor—"Steve Allen Show" (various sponsors on NBC).

Tv education—"Continental Classroom" (NBC). This show is not sponsored in the usual sense, but part of the expenses are underwritten by nine companies, whom Robert W. Sarnoff saluted as "educational patrons."

Tv programs for youth—"College News Conference" (sustaining, ABC).

Tv programs for children—"The Blue Fairy" (RCA, Polk Bros.), on WGN-TV, Chicago.

Tv contribution to international understanding—"M.D. International" (Smith, Kline & French, NBC).

Tv public service—To CBS for such programs as "The Ruble War," "Where We Stand," "Face of Red China" and "Arab Tide—Prologue to the Summit."

Tv writing—James Costigan and "Little Moon of Alban" on "Hallmark Hall of Fame" on NBC.

Tv special awards—"An evening with Fred Astaire" (Chrysler, NBC) and Orson Welles and "Fountain of Youth" on "Colgate Theater" on NBC.

Radio news—WNEW, New York, and its news director, Martin Weldon, for their taped on-the-spot interviews that "frequently scoop both press and radio."

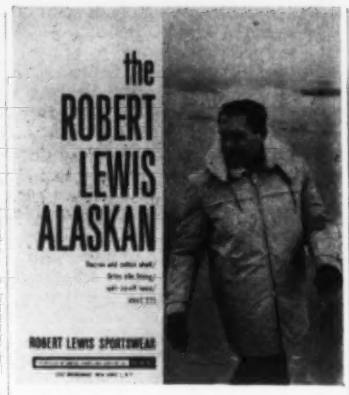
Radio public service—"The Hidden Revolution" (sustaining, CBS).

Radio education—"Standard School Broadcast," a transcribed music appreciation series which Standard Oil Co. of California distributes to stations.

Radio contribution to international understanding—"Easy as ABC," a Unesco series carried on ABC. #

'Chatelaine' Names Gardner

Chatelaine, Toronto, has appointed Archibald B. Gardner advertising manager, a post until recently held by Lloyd M. Hodgkinson, now manager of the magazine (*see story on Page* 93). Mr. Gardner, formerly assistant manager, has been with the company 18 years.



FASHIONABLE JACKET—*A seascape provides the backdrop for the introductory advertising of Robert Lewis Sportswear, breaking this fall. Edward Meyers Associates is the Robert Lewis agency.*

Robert Lewis Sportswear Label to Bow in Print Drive

NEW YORK, April 10—Robert Lewis Sportswear, a new advertiser, will run nine pages in a 90-day period this fall in an effort to get quick recognition and entry into men's wear stores.

The company's advertising director, Martin Smith, said the campaign is "the largest and most concentrated ad budget ever devoted solely to introducing a new men's sportswear label. We believe that this campaign will get us into the best stores in the country in quickest time."

■ Robert Lewis, a division of United Sheeplined Clothing Co., sells high fashion sports outerwear. Introductory advertising will feature one garment per ad, pictured in a suburbanite setting by fashion photographer Robert Barclay. The first ad will run in the *New York Times Magazine* Aug. 25, with subsequent pages slated for *Gentlemen's Quarterly* and *The New Yorker*.

Edward M. Meyers Associates handles Robert Lewis Sportswear's advertising. #

Field Criticizes 'Overemphasis' on Co-op Programs

(Continued from Page 1)

stores rushed into print with ill-prepared and, especially, ill-timed ads.

■ "Manufacturers were equally guilty" of co-op abuses, Mr. Field said. "With retailers demanding advertising allowances, manufacturers with inferior products began to force their merchandise into stores by means of excessive co-op.

"In other words, they began to sell advertising instead of merchandise, and, unfortunately and frankly, they were quite successful. Some stores, even today, don't seem to care what they buy as long as they get 100% in co-op."

■ Lester Harrison, president of Lester Harrison Inc., New York, announced at the convention a new service—department store exposure—which formalizes the promotional tie-ins between stores and manufacturers of products the store does not normally carry.

He described a test of his service, a tie-in between American Motors Corp.'s Rambler and the Hecht Co., Washington department store. #

Last Minute News Flashes

Nestle Shifts D-F-S Account Share to McCann

NEW YORK, April 10—Nestle Co., planning to bring out new consumer package products, has appointed McCann-Erickson to succeed Dancer-Fitzgerald-Sample on Decaf instant coffee, Nestea instant tea and the Maggi soup line, effective Sept. 1. Nestle, a D-F-S client for six years, attributed the move to the "increasing conflicts" between its soon-to-be-introduced products and those of other D-F-S clients. Billings are estimated at $2,000,000. McCann, a Nestle agency since 1954, now handles all Nestle consumer products except Nescafe (at Bryan Houston Inc.).

Karastan Rug Account Goes to LaRoche

NEW YORK, April 10—Karastan Rug Mills, a division of Fieldcrest Mills, has appointed C. J. LaRoche & Co. to handle its advertising, resolving an account conflict which arose when its agency, Calkins & Holden, merged with Fletcher D. Richards Inc., agency for Alexander Smith Inc. National billing runs about $150,000, mostly in consumer magazines; the major share of the budget is spent in co-op among its 700 accounts. Karastan interviewed 23 agencies; finalists were Anderson & Cairns; Alfred J. Auerbach Associates; Hockaday Associates; Charles W. Hoyt Inc. and LaRoche.

Cohen & Aleshire, Richards Agencies Talk Merger

NEW YORK, April 10—If negotiations proceed according to schedule, a merger of Cohen & Aleshire with Fletcher Richards, Calkins & Holden will take place by the end of the month. It would involve "substantial" executive changes, with all "important" people at Cohen & Aleshire, and all accounts, expected to move to FRC&H. Cohen & Aleshire was founded in 1947 as Harry B. Cohen Advertising. A package goods specialist, its largest account is Grove Laboratories. Billings for 1958 were estimated at around $8,000,000.

Rambler Dealers Names Scott; Other Late News

• **Rambler Dealers Assn. of Greater Chicago** will move April 16 from Phil Gordon Agency, Chicago, to R. Jack Scott Inc., Chicago. Hiram Strong, who handled the account at Gordon, also will move to Scott. Scott also has added four other accounts: House of Lowell, Greenville, O., cosmetics; Blackhawk Plastic Mfg. Co., Addison, Ill., toys; Merchandise Service Inc., Chicago, distributor of 20/20 eye preparation, and Rockwood Furniture Co., Rockford, Ill. The new business spurt will increase billings by about $400,000, the agency estimated.

• **Robert C. Bullen** has joined Don Kemper Co., Chicago agency, as a vp. He formerly was a vp of MacFarland, Aveyard & Co., Chicago.

• **Eversharp Pen Co.,** Arlington Heights, Ill., has completed initial talks with 20 agencies and will narrow this list to six finalists by April 14. Twelve of the 20 are Chicago-based agencies; the others have important Chicago offices. Eversharp, which parted with Benton & Bowles six weeks ago (AA, March 2), plans to pick a successor for its $500,000 account by April 24.

• **Gerald T. Arthur,** formerly media director at Fuller & Smith & Ross, will join Donahue & Coe, New York, as vp in charge of media May 1. He succeeds Dan Gordon, who recently resigned.

• **Singer Sewing Machine Co.** has scheduled a $2,000,000 three-month campaign starting April 21 to promote its slant-needle sewing machines. Color spreads and pages will run in *Everywoman's Family Circle, Good Housekeeping, Ladies' Home Journal, Life, Look, McCall's, Parents' Magazine, Progressive Farmer, The Saturday Evening Post, Successful Farming, True Story* and *Woman's Day*. On tv, it will be "David Niven Show" (NBC-TV) every Tuesday through May and alternate Tuesdays thereafter. Newspaper ads will be placed locally through the 1,800 Singer Sewing Centers. Young & Rubicam is the agency.

• **Dr. Heinz Nordhoff,** president of Volkswagen Works, Wolfsberg, Germany, has announced the appointments of Doyle Dane Bernbach Inc. to handle U. S. advertising for Volkswagen passenger cars and Fuller & Smith & Ross to handle commercial vehicle advertising, effective May 1 (*see story on Page* 102).

• **Lewis Nemerson,** formerly vp of North Advertising, is joining the executive staff of Ben Sackheim Inc., New York. Mr. Nemerson was with Alfred J. Silberstein-Bert Goldsmith, which was merged into North, for six years. He was account executive for H. Daroff & Sons, which is not expected to join him at Sackheim.

• **Mickey Mouse** is going out as baseball comes in, at ABC-TV, New York. Hamm's and National Bohemian beers and General Mills are among the sponsors signed for a Saturday night series of midwestern games starting in June. There is still room for network co-sponsors, and the stations will have part of the time to sell. General Mills will sponsor part of the kid strip which will replace Mickey in the 5:30 p.m., EST, spot in the fall.

• **Thomas Textile Co.,** Whitehall, Ga., manufacturer of Thomas infants' and children's apparel, has appointed Norman D. Waters & Associates, New York, to handle its advertising. The previous agency was Anderson & Cairns.

• **McGraw-Hill Publishing Co.,** New York, announced April 10 the appointment of two new publishers, effective April 15. Stanley J. Alling will become publisher of *Product Engineering*, and George Reppert will become publisher of *American Machinist*. They will succeed Albert Hauptli, publisher of both for the past 14 years, who will retire May 31.

• **William P. Davis,** formerly vp of Metropolitan Marketing Corp., Long Island City, N. Y., has joined Hicks & Greist, New York, as package goods marketing director.

• **Frank Davies,** who joined Cunningham & Walsh in 1957 as a marketing group head, has been appointed director of marketing and merchandising. Mr. Davies was formerly a vp and account supervisor at Erwin Wasey, Ruthrauff & Ryan and before that a product manager at Vick Chemical Co.

• **Dan Sterling,** former field sales manager for the cosmetics and toiletries division of Warner-Lambert Pharmaceutical Co., has joined Lanvin Parfums, New York, as sales manager.

End Marketplace Anarchy, Kolodny Advises NATD

Association Urges Advertisers: Don't Aid Cigaret Foes in Ad Copy

CHICAGO, April 9—Recent changes and innovations in marketing have brought about a "marketplace anarchy," characterized by retail price-cutting, discount operations, below-cost sales, price juggling and bait advertising, it was charged this week by Joseph Kolodny, managing director of the National Assn. of Tobacco Distributors.

Among the innovations and changes giving rise to this condition, he said, are:

1. "Pre-selling—This basic method of hastening the movement and merchandising output of America's prodigious mass production system to the consuming public was the end-product of mass advertising . . . to create and exploit a consumer image for the product and to impel shoppers to ask for or even demand the product at their local stores."

2. "The rise of suburbia [which] has been accountable for the emergence of giant regional shopping centers."

■ **3.** "The overriding objective in recent years of all of the leading vehicles of retail distribution has been to outwit the competition for a larger share of consumer patronage." This has led to the rise of self-service, diversification of merchandise, and direct buying from the manufacturer by large chains at wholesale prices to "enable them to unfairly compete with independents."

4. "Automatic merchandising has been given tremendous impetus by the marked industrialization of our country and the need for in-plant feeding at reduced cost, as well as by the effects of pre-selling."

5. "The decided diminution in effectiveness of the sales profession" is another change.

■ To correct the problems of marketplace anarchy, Mr. Kolodny said, the government should (a) require manufacturers to spell out service required by their products and amount of compensation for such services; (b) find new concepts to estimate costs of handling and storage and (c) "re-examine the relative diminution of the costs of marketing of pre-sold products, and the extent to which conventional mark-ups are out of tune with current day realities."

■ The NATD, at its membership meeting, asked cigaret makers to refrain from "dubious" or "misleading" advertising which can be seized upon by detractors of the industry.

"We regard as reprehensible the continuous and persistent onslaught and imputations upon the character and reputation of cigarets—America's oldest industry—predicated, by innuendo and otherwise, on unfounded and unsubstantiated health claims and representations of some well-meaning or well-intentioned but misinformed persons.

"In this connection we once again exhort and admonish the advertisers in all branches of the tobacco industry to steadfastly refrain from providing added fuel by the employment of dubious advertising copy or misleading terminology which may tend to adversely reflect upon the dignity and integrity of the industry's products." #

LIVING FOR YOUNG HOMEMAKERS WILL
again . . . THE SEPTEMBER ISSUE OF LI
last year . . . AN ALL-TIME HIGH
FEATURE "DECORATION OF INDEPENDENC
IN CIRCULATION FOR LIVING, AND THE S
USED, WIDELY PROMOTED HOME FURNIS
this year . . . AN EVEN M
HOME MAGAZINE . . .
FACTURERS TO LAUNCH THEIR FALL SELLIN
LIVING
A STREET AND SMITH PUBLICATION
575 MADISON AVENUE, NEW YORK 22.

International Auto Show Pulls Sparse Crowds

(*Continued from Page 2*)

out of place, Chrysler Imperial and 300 SL sports cars.

■ There was one glaring absence. Volkswagen, the top-selling importer, spent some $40,000 to exhibit last year; this year it decided it could put this money to better use elsewhere.

Everyone else was there, however, including some brand new entries.

• From the Netherlands came the new DAF, a two-cylinder $1,500 car featuring a belt-type automatic transmission as standard equipment. The DAF has neither clutch nor gear lever, and it requires no lubrication, "the driver literally having nothing to do but drive."

• From Japan, represented for the first time, came four cars—the Toyota Baby, a four-cylinder economy car priced at $1,350; the Datsun, "taxicab of the Orient"; the three-wheel Daihatsu truck and the sleek Toyopet.

The Toyopet, priced at $2,400, has a speed indicator which shows in green up to 50 mph; over this speed the needle glows red. Another feature is a dash light which flashes red "if any door is even slightly ajar."

• Renault's answer to Volkswagen's Karmann-Ghia made its debut at the show. This is the Caravelle, a stylish four-passenger sports car to be marketed here in the fall. Priced at $2,400, the Caravelle has a removable hardtop. It was displayed at the show on an island set in a lily pond.

• Also new at the show was the British-built one-cylinder Nobel, available in three or (for the conventional-minded) four-wheel models. The Nobel claims to seat "two adults and 2-3 children in comfort," and to give 80 miles per gallon.

■ The auto show opened here last Saturday against a backdrop of rising import sales. Sales of foreign cars totaled 383,000 in 1958, and some 80,000 were sold in the first two months of this year, indicating a 1959 volume of 500,000 to 600,000.

Detroit is expected to enter the small car market late this year or early next year, but importers feel that this development will not hurt them so much as it will hurt the middle-price cars made in this country. They point out that Ford and Chevrolet models already are taking more than 50% of the new car market, and they predict that additional low-price models will only make it more difficult to sell Buicks, Pontiacs, DeSotos, Dodges, Edsels and Mercurys.

■ Musing on the rise of the imported car market, Everett Taylor Martin, vp of advertising and public relations for Jaguar cars, provided an explanation this week in a brochure distributed by *Sports Cars Illustrated*. Mr. Martin said:

"The simple truth seems to be—and it becomes clearer every day now—that after World War II the imported car provided an automobile for thousands of Americans who were looking for something new, stimulating, different and diversified.

"The fact remains, Americans went looking for imported cars. Imported cars were not 'sold' to them by means of high-voltage merchandising plans and wheel-and-deal selling techniques.

"The people who bought imported cars back in those days were a minority. But there is a growing minority voice in America. Tv and radio research organizations have recognized this fact and only recently have reported to their clients that this minority audience . . . has somehow reached, while no one was watching, the staggering dimensions of 30,000,000 persons.

■ "These are the people, it turns out, who are not completely enchanted by mass entertainment, packaged relaxation and canned prescriptions for their leisure hours. Many of these people, it has been learned, wear British woolens or Paris styles, drink scotch whisky or Dutch beer, smoke Havana cigars or British pipe mixtures and even prefer the music of a German named Bach to that of Elvis Presley. In short, these people aspire, and are selective in their aspirations.

"Thus the success of the imported car in America. It represents a way of life for the selective, discerning American individualist. Obviously, if every one in the U.S. wanted just transportation, or a mass-produced mobile accessory to everyday living, only Detroit would be selling automobiles here, for Detroit builds more than enough cars to go around, and they are very, very good cars. But now a growing number of people want something more than the present American conception of the mass-produced automobile.

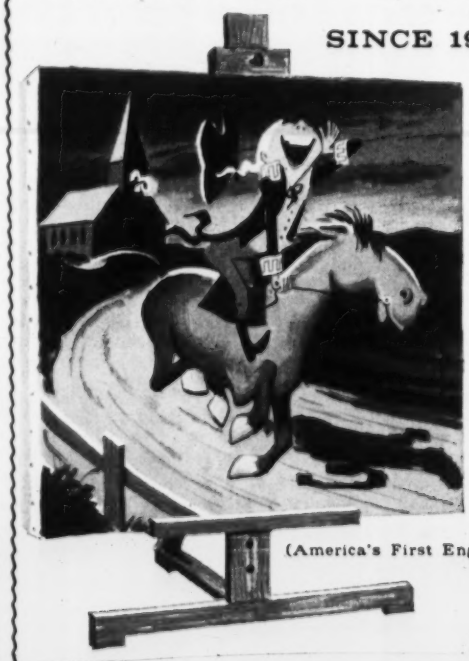
■ "These people are what Madison Ave. defines as 'motivators.' They are the articulate minority, the pace setters, the style makers, the people other people follow, or talk about, or strive to emulate. What actually happened to the imported car back in 1949 and 1950 was that the 'motivators' bought it, drove it, enjoyed it, romanticized it, then talked about it—and a merchandising phenomenon known as 'sales radiation' was in full swing.

"We must repeat, advertising budgets for imported cars in those days were either non-existent, or roughly the equivalent of one day's advertising expenditure by Detroit's Big Three. But a much more potent selling force took the field. The American people sold imported cars. They are still doing so.

"At the moment, it would be hard to say how far this trend will continue and what its ultimate effect upon the imported car market here will be. I have heard many imported car dealers, after listening to an imported car owner boasting about his automobile, cry out in anguish, 'If I had one salesman that good, I'd double my sales in 30 days'."

SPREADING THE NEWS

SINCE 1922



by DAY and NIGHT

(America's First Engraver)

REVERE PHOTOENGRAVING CO.
WAbash 2-8816
712 FEDERAL STREET • CHICAGO 5, ILLINOIS

SMALL CHRYSLER? MAYBE, SAYS COLBERT

DETROIT, April 7—It fell to Lester L. (Tex) Colbert, president of Chrysler Corp., to bring up the delicate topic of the forthcoming smaller cars before a press gathering in Detroit last week. His opposite numbers in the auto industry have been silent on the subject—since offering limited comment in their formal annual reports to shareholders.

Mr. Colbert said the Chrysler small car, when and if it is put in production, "very probably will be built in Detroit." If it is approved, it will be on the market by next December, he said, adding that his company has tens of millions invested in small car development. But this investment would not be lost if the company does not go ahead immediately, he said.

"That's just the price you pay for staying competitive," he said. "If we decide not to go ahead in 1960, it doesn't mean we never will."

■ Chrysler already is well into the small-car market with the Simca, spending extensively on a dealer expansion program and promotion; it has a goal of 800 Simca dealers in this country. Mr. Colbert said the decision on the domestic small car will have no effect on the Simca program. #

Schloemer Named Exec VP

Bertrand A. Schloemer, who joined Stockton, West, Burkhart, Cincinnati, as merchandising director in 1953 and who has been vp in charge of client contacts for the past two years, has been elected exec vp. In addition to continuing his merchandising and contact responsibilities, Mr. Schloemer has also been named to the board, filling the unexpired term of William Z. Burkhart, who has retired.

We couldn't bring back the good old days
so we brought back the good old-time beer
Pabst Blue Ribbon
the original PABST BLUE RIBBON BEER

THE ORIGINAL PABST—*Pabst Brewing Co. is running ads like this in newspapers in 14 markets promoting its "original" Blue Ribbon beer. Radio and tv spots also are being used. Kenyon & Eckhardt is the agency.*

Volkswagen May Split Account, Name Doyle Dane, F&S&R

NEW YORK, April 8—Doyle Dane Bernbach Inc. apparently is slated to become the U.S. agency for Volkswagen passenger cars (AA, April 6).

Neither the agency nor Volkswagen of America Inc. would confirm the appointment early this week, but it was learned that William Bernbach, president, and Ned Doyle, exec vp, currently are in Germany to confer with top VW officials on campaign plans.

Fuller & Smith & Ross, one of the agencies in contention, is reportedly in line for the Volkswagen bus account. F&S&R is the U.S. agency for White Motor Co.

J. M. Mathes Inc. and Volkswagen parted company March 1 after one year.

■ Volkswagen previously announced plans to spend $1,000,000 on advertising and promotion in the U.S. The German auto company is also in the process of selecting a public relations counsel.

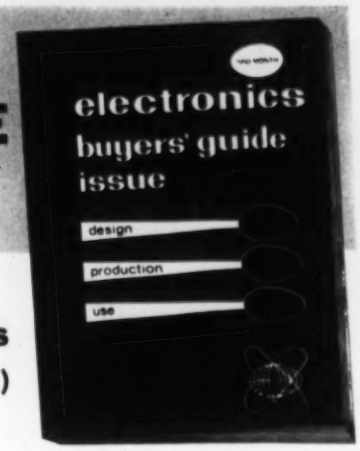
Volkswagen has been run as a ward of the state. The West German republic announced last week that in a short while Germans will be able to buy stock in the company.

■ In another agency appointment in the import field, Gore/Smith/Greenland Inc. has been named to handle advertising for Fadex Commercial Corp., importer of the Isetta, the NSU Prinz and NSU Sports Prinz and the luxury line of BMW sedans, priced from $5,000 up to $14,000. These are all made by the Bavarian Motor Works, of Germany.

Fadex, which previously placed its advertising direct, plans to spend an estimated $350,000. Magazines will be used. Gore/Smith/Greenland handled the Triumph account before it went to Doherty, Clifford, Steers & Shenfield last year. #

National Catholic Family Magazine
A million readers who spend a billion dollars each year.
JUNE ISSUE CLOSING APRIL 20
Orders and Sample Copy request to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd., Chicago 4
Telephone: HArrison 7-7176
St. Anthony MESSENGER

Time is running out...Act now to advertise in the 1959 electronics BUYERS' GUIDE and Reference Issue



Quotes from readers demonstrate year 'round buying action. (These quotes were given in January, 1959–7 months after publication of the 1958 issue!)

PRESIDENT

"I use it as a purchasing bible. I've bought relays from Potter & Brumfield, and rheostats, resistors, and tap switches from Ohmite Mfg. Co., Skokie, Ill. I've also bought from Allen-Bradley, Milwaukee, manufacturers of switch contactors and relays."
— Electronic Components, Hi-Temp. Furnaces Mfr.

SUPERVISOR, RESEARCH

"We use this the way we use a telephone directory. We bought a shock testing machine from Jan Hardware in Long Island City. We pick out what we need and send it to our purchasing department. There are so many other things we have bought just lately, I can't remember them specifically."
— Signal Equip. & Model Train Mfr.

TEST ENGINEER

"I have a copy on my desk all the time, and use it a great deal. When I want to buy something, I look in the Buyers' Guide. On one particular high-priced piece of test equipment, a spectrum analyzer, I sent letters to various manufacturers, and from among them, I decided which to buy. We found what we were looking for okay and expect to purchase it in the near future."
— Military Electronics Systems Mfr.

CHIEF ENGINEER

"I used it consistently. I go down the list and have my secretary write for what I want."
— Broadcasting Co.

SYSTEMS TEST SUPERVISOR

"I take mine to work and leave it there. We use it to look up manufacturers of parts. The latest was to find some data on transistors we needed. We found the manufacturer and bought some. Everyone down here uses my copy."
— Computers Mfr.

CHIEF ENGINEER

"I feel the ads that are included as a part of the Buyers' Guide are often more useful than the classified index. When an advertiser is listed in the index and also has his own ad in the book, it is particularly helpful. In this way, you can first look for the manufacturer who handles the items you are interested in, and then check his ad to see what he has that is new or different, or what specific information on his products he reports in the ad. You get a clearer picture of the manufacturer this way. Since I work primarily with electronic components, I use the Guide to look up manufacturers of electronic components. I would also say the tables, charts, and graphs used in the Guide have proved most effective for me. I have found them very useful in working with properties of insulating materials, different magnets and wire products. I quite often check the graphs in the Guide when I'm involved in work with these materials."
— Electronic Control Instrument Mfr.

SENIOR ENGINEER

"I put the Buyers' Guide in my bookcase when it comes. I supervise a group of six development engineers who work in different phases of new product development. They are the ones who use the Buyers' Guide to find new sources for raw materials used in their work."
— Industrial Controls Mfr.

Check this partial list of features for the 1959 issue: (Expanded to meet the needs of an expanding industry!)

- ✓ 4,000 manufacturers listed (advertisers in bold-face type)
- ✓ Lists all manufacturers' sales or representatives' offices — addresses and phone numbers
- ✓ Only directory with valuable Reference Section — 100 additional editorial pages in 1959
- ✓ **The preferred, accepted directory of the electronics industry with 637 advertisers in 1958-59.**

CLOSING DATE–May 1st for complete plates. Send in your space reservation now!

Write For New 8-Page Brochure

In every industry there's always ONE accepted Product and Data Buying Book . . . in electronics it's the

electronics BUYERS' GUIDE and Reference Issue

Published mid-year as the 53rd issue of electronics

A McGRAW-HILL PUBLICATION–330 WEST 42nd STREET–NEW YORK 36, N. Y.

Suddenly women's magazines are more exciting!

Example: April McCall's. There's fascination, animation, a pleasurable excitement, on every color-splashed page.

From Fred Astaire's autobiography—*"Steps in Time"*—to *"Why Women Go to Fortune Tellers,"* to a miracle diet (fabulous Golden Eggnogg that lets you "drink" extra pounds away), to Mrs. Linkletter's unusual story of her marriage with Art, to an honor roll of teachers, to fashion presentations touched with witchery: a quite absorbing magazine, youthful, with an impelling warmth and significance.

It's worth a look, especially to a businessman, to see what's going on, from poetry to patterns, from modern medicine to romantic fiction, from *"Memorandum to a Woman Driver"* to June Platt's Cook Book, to a house of dreams in St. Petersburg, Fla.

Suddenly the women's magazines are a new adventure! (March McCall's sold out on the newsstands.) They're used, they get close scrutiny, they live long, they change the world we live in, they *matter*—they matter very much.

Example: April McCall's.